

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVI.

NEW YORK, MARCH 9, 1904.

No. 10

March issue of **THE WOMAN'S MAGAZINE**, of St. Louis, carried a larger number of bona fide paid lines (and not published card rates) than was ever carried in any one Mail Order publication in the United States. In addition to this there were no objectionable copy declined.

The Woman's Magazine

gives results to advertisers because it is the best printed, best edited and best circulated paper in the Mail Order field. Ask any advertiser whose copy appears in March or previous issues whether **THE WOMAN'S MAGAZINE**, of St. Louis, pays him or not. The fact that they stay with us issue after issue, with **KEYED** ads, and increase their space, is conclusive proof that our columns pay them.

WE GUARANTEE advertisers over 1,500,000 copies every issue (Summer or Winter), and guarantee that every copy of this enormous **PROVEN** circulation is printed on the **SAME** weight, grade and stock of clean, white, machine finished paper.

WE GUARANTEE advertisers the proper combining of "**KEY**" with electrotypes and their working up properly in our columns.

THE WOMAN'S MAGAZINE BASIS is an honest and fair basis—fair to the advertiser, fair to the advertising agent and fair to the publisher.

We put a premium on efficiency, and when you pay us \$6.00 per line for our space, we guarantee that your copy will be inserted—**KEY** and all—as you order it. April forms close March 17th.

THE WOMAN'S MAGAZINE

(Largest Circulation) **St. Louis, Mo.**
in The World

World's Fair opens April 30.



View from Art Hill.

John Wanamaker

Philadelphia.
City Hall Square

Broadway, 4th Ave. 9th and 10th Sts.

Paris.
44 Rue des Filles du Calvaire.

New York.

FEBRUARY 20, 1904.

MR. CHAS. J. ZINGG,
Managing Editor *Printers' Ink*,
New York, N. Y.

DEAR SIR:

It gives me pleasure to say a little word for Alma Mater—the "Little Schoolmaster" that pointed the way for the pioneers who built up a new road through the untrodden forest of Advertising—the great energizing force that has since made American Commerce the wonder of the world.

My own first interest in advertising was awakened by reading *PRINTERS' INK* a dozen years ago; and it was through it that I learned, during my early days in the work, what other advertising men were doing and thinking.

Far more beautiful publications have grown up in recent years. There are publications that tell you all about the philosophy and psychology—the esoteric wisdom of those who have discovered advertising secrets through a microscope or telescope. But there is to-day not one that can compare with *Printers' Ink* in that direct simplicity that imparts knowledge to the beginner and information to the expert.

I am not familiar with the course of instruction in any of the many schools of advertising that exist to-day, and am not in position to either recommend or criticise them. But their instructors would fail of their full duty to the students if they did not insist on each one of them keeping abreast of the advertising thought of the day by reading such an authoritative advertising publication as *PRINTERS' INK*, in addition to the most complete course of instruction that ever was or could be devised.

I would say to the beginner, "Try an advertising school, if you will. It may pay you splendidly, if you have the wit to make an advertiser. Take the chance for the small cost. But throw a line to windward, with the price of a subscription to *PRINTERS' INK*, and it will bring home its own cost as well as the other. It will teach you of itself, and it will teach you to profit by other teaching. It will be the yeast to vitalize the whole lump."

Yes, Mr. Zingg, I recommend *PRINTERS' INK* most heartily.

Cordially yours,

W.R. Hotchkiss

Manager of Advertising, John Wanamaker, New York.

PRINTERS' INK costs FIVE DOLLARS per year—less than ten cents a week—payable in advance. Young men and women who want to study the art of advertising may have a trial subscription for three months for ONE DOLLAR.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y. POST OFFICE, JUNE 22, 1893

VOL. XLVI.

NEW YORK, MARCH 9, 1904.

No. 10.

PRINTING.

What constitutes good printing? The advertiser is continually being urged to take nothing but the best printing—never to pare a dollar off the printer's estimate—to smoke cheap cigars and eat cheap meals, but never to send out cheap advertising literature! But what is good printing for an advertiser?

* * *

Here's a pile of advertising literature sent in for criticism. A similar pile comes every week. It is representative. There is the catalogue of the trust that controls the output of a whole field of electrical machinery, and the series of mailing cards advertising the single mechanical novelty of a small manufacturer—the mail order price-list of the big city department house and the little four-page paper of the merchant in a town fifteen miles from a railroad, published because there is no local newspaper to carry his advertising messages. Some of these things are so elaborately printed that one thinks only of their cost in handling them, and cannot see what they advertise. Others are so poorly executed that they accomplish the same purpose. Strangely enough, however, it is easier to get the advertising story out of an abominably printed dodger than from some of the embossed things in flexible covers, tied with ribbons. Taken by and large, there are more excessively elaborate things than there are poorly printed ones. The cheaply made booklet or folder is not attractive in itself, but the man who got it out wasn't worrying about paper, display and color schemes, and as his mind was most intent on his advertising story he succeeded in expressing it. In the costly booklets, catalogues and folders, on the contrary, the advertiser was so busy with typographi-

cal details that his advertising story suffered. In some cases it is impossible to see the advertising because of the typographical "art." In other instances the advertising story is cut up into short sections, so that it will fit the type display. In others, still, the "art" effects took up so much space that there wasn't room for the advertising story, so it was left out.

* * *

This is by no means a proof that cheap printing advertises better than costly literature. It shows that advertisers and business houses, impressed by the advice that has been scattered broadcast regarding good printing, show a willingness to spend any amount of money for literature. But they don't know how to spend it. Nor does the printer, as a rule, know how to spend money wisely. Given a free hand as to cost, he produces embossed covers, tinted backgrounds for half-tones, intricately displayed pages of text—things that are difficult to do, and costly, but which are often far from being effective. There is too much embossing and ribbon, too many gaudy color schemes. The attempt to attain *mechanical* excellence causes printer and advertiser to lose sight of real art, which is nothing more than *simplicity*. The purely mechanical excellences are a pitfall, nine times in ten. Fine drawings and costly three-color plates are nullified by poor presswork. Excellent presswork on highly calendered paper throws up all the blemishes of cheap cuts and tasteless type arrangement.

* * *

What is good printing for an advertiser, then? To this question the present critic would reply, That which presents the advertising story to the reader in the most convenient form, with such decorations as enhance and make it agree-

able to read. An advertising story should be well-dressed, like a comely woman, but not overdressed. It must always be remembered that a book, divided into chapters, printed on soft finished paper, is the recognized form for setting before a reader any kind of printed information. Even the tawdry dime novel may be read with some comfort because it is cast in this universal form. But whoever read the text of a souvenir album of county celebrities, with its type lines of abnormal width and its garishly arranged pages? All advertising literature should be modeled on the simple printed book so far as possible.

The nature of an advertising story necessitates departures from this form, however. There may be more illustrations than text, so these must be grouped separately. They may be highly finished halftones, needing smooth surfaced paper, in which case calendered stock is permissible. But highly finished paper is not a thing of beauty in itself, and nobody likes to read a long story printed on its shiny surface. Besides, it is woefully overused and misused. The cover of the advertising booklet is like that of any other book when its true purpose is considered—it serves to tell what the booklet is about, and nothing more. It may be ornamental and attractive, but not for itself. Any decoration or originality of arrangement must be such as will arouse interest in the body of the booklet. The many forms of ribbon and silk cord ties are good, in the main, but they are often too far fetched in their effects. The text of an advertising booklet (and these remarks apply to folders and mailing cards as well, which are abbreviated booklets) needs more white space than a volume like Darwin's "Origin of Species." The reader gives his mind willingly to the solid paragraphs of the latter, but the text of the advertising booklet must be cut up into paragraphs, so that on every page there are points at which it is easy to begin reading. This permits sub-heads, division into short chapters, little decora-

tive drawings in the margins. But the advertising story should follow a continuous thread. The fault commonest in advertising literature is that of cutting the argument into chunks and scattering them through the booklet haphazard, so that the story is disconnected. Accessories to the main story, such as tables of measurements and prices, should be grouped at the end, like the appendices to a scientific work. On lifting the cover of many advertising booklets the reader is confronted with a title page like that of a history. This has no purpose, for the cover of the booklet is its title page, and the text should begin at once.

Advertising literature is likely to be too good. It might be advisable to cut the printing appropriations of some large firms in half, for if those who spend them were compelled to use their wits instead of the company's check-book they would attain simpler results and better advertising. The cost of the modern booklet is out of proportion to its advertising value. This cost is frittered away on non-essentials. Vellum is a luxurious paper, but it is almost folly to use such costly stuff in a folder going to people who do not know vellum when they see it. The advertising man who uses his wits would fold a piece of fine book stock in an odd way and produce a better piece of advertising at a tithe the cost. For the lack of simplicity and inventive skill the printed thing of today is very apt to be incongruous. There is a vast disproportion between the money spent and the result attained. When the booklet or folder reaches the reader who knows printing methods, he is aware of its cost, but the result reminds him of a woman who wears diamonds to breakfast. On the reader who knows little of the printing art it makes no impression at all. By keeping the purpose of the advertising literature in mind and cultivating his bump of inventiveness the adman could produce instead literature genuinely artistic, of high advertising value, and at reasonable cost.

Little Lessons in Publicity—Lesson 25.

IN GOOD COMPANY.

Advertisements amounting to over \$100,000 were rejected by the following six papers during 1903, in the effort to keep their advertising columns clean and unobjectionable. The decent advertiser is not obliged to associate in the columns of the papers named below with the fake massage and fortune-telling establishments', abortionists', clairvoyants' and secret disease advertisements or improper personals that disgrace the columns of so many newspapers.

When your announcements are placed in these strong evening dailies you reach clean homes through clean papers—if your advertising is clean:

THE BALTIMORE NEWS

has a larger circulation in the city of Baltimore than any other newspaper. Possesses the confidence and respect of its readers because of its clean columns.

THE INDIANAPOLIS NEWS

is the only clean evening daily in Indianapolis. Its home paid circulation is greater in Indianapolis than that of all the other Indianapolis dailies combined.

THE NEWARK NEWS

is a clean, refined daily, reaching practically all the homes of the purchasing classes in Newark, Montclair, Bloomfield, Arlington, the Oranges, etc.

THE MONTREAL STAR

reaches practically all the English-speaking homes in Montreal. There is no substitute for the STAR; Montreal cannot be covered without it.

THE MINNEAPOLIS JOURNAL

goes into the homes because it is the only daily in Minneapolis with clean advertising columns. The JOURNAL reaches the homes of all classes.

THE WASHINGTON STAR

has always kept its advertising columns as clean and as wholesome as its editorials or news matter. It is the family-circle paper of Washington.

The above are not only clean papers, but each is the "one paper" in a "one-paper city."

M. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising.

**Tribune Building
CHICAGO.**

RECONSTRUCTION OF THE A. A. A. A.

Only a corporal's guard of members attended the annual meeting of the American Advertising Agents' Association at the Waldorf on February 17, and of the thirty-odd general agencies belonging to the association only six were represented by their principals. Those present were:

D. M. Lord, A. L. Thomas, of Lord & Thomas, Chicago; John Lee Mahin, of the Mahin agency, Chicago; H. W. Curtis, of the J. W. Barber agency, Boston; H. B. Humphrey, C. A. Chandler, of the Humphrey agency, Boston; Paul E. Derrick, of the Derrick agency, New York; E. R. Blaine, of Blaine & Thompson, Cincinnati; W. H. Johns, of the Batten agency, New York; William Bliss, of the Frank Presbrey agency, New York; Henry Decker, of the Fuller agency, Chicago; Ben. B. Hampton, of the Hampton agency, New York; M. V. Putnam, of the Pettingill agency, Boston.

The meeting was called to order by Mr. Putnam in the absence of President Chas. H. Fuller. Immediately upon beginning business, it is said, proposals were made to dissolve the association. The members present had evidently come to see the organization decently buried, while absent ones, knowing that the funeral ceremonies would be in good hands, felt safe in staying away. The discussion was brisk. No action was taken, but an adjourned meeting is to be called in the near future by the secretary, and at this meeting it is expected that the association will be entirely reorganized.

* * *

A member who is well posted on the affairs of the A. A. A. A. said to a PRINTERS' INK reporter: "In some ways the association has been of benefit to its members. It is valuable as a rating bureau to the advertising agencies that make up its membership, for one thing, keeping track of deadbeat advertisers and those who are undesirable clients. Some advertisers are irreproachable in point of credit, but are so unreasonable in their dealings that their business is unprofitable to an agent. When one of the A. A. A. A. members drops such a client the word is passed

around quietly and other members do not go to the expense of trying to obtain his business. In several other ways the organization has justified itself. Therefore it will probably be remodeled on a larger scale. The present membership fee is \$100 per year, and most of it has gone to pay the expenses of the secretary's office. Mr. J. W. Barber, acting as secretary, has received a salary of \$1,500. This financial basis is too small for effective work, it is found. It is now evident that enough members will agree to pay a fee of \$1,000 or even \$1,500 yearly to secure as secretary an expert thoroughly familiar with advertising and newspaper conditions. Such a man cannot be had for less than \$10,000 a year. It is proposed to engage an expert at such a salary. Two or three men have been discussed for the position. If the association is reorganized on this plan it will endeavor to make an agreement with 100 leading daily papers throughout the country to grant the agent's commission to none but members of the A. A. A. A. If an agreement of this sort is maintained by such a list of papers the association will have become necessary to general advertisers, as the papers that co-operate will be indispensable in a large campaign. Reorganization on these lines will mean much to the agencies that are doing most to create new advertising. About a dozen of the large agencies in this country to-day are each handling \$500,000 to \$1,250,000 gross business annually. Their profit on this business is not more than 2 per cent, which is too little to compensate them for the work performed and the risks involved. The agencies that make a higher per cent on their gross turn-over are pretty certain to be the ones that place business with weak mediums that pay extravagant commissions. The advertising agency that does the best with its clients' appropriation, placing honestly in mediums that will produce results, is being driven to the wall because the newspapers grant the agent's commission to all comers.

The Nashville Banner

THE BANNER is the only Nashville daily that has
published a circulation statement during
past six months.

Sworn Circulation Average

July 1, 1903, to Jan. 1, 1904,

19,711

THE BANNER's subscription price is the highest,
its circulation is the largest, and it carries more local
and more foreign advertising than any other
Nashville newspaper.

Vreeland-Benjamin Special Agency,

150 Nassau Street, New York.

Tribune Building, Chicago.

BANNER PUBLISHING CO., NASHVILLE, TENN.

PUBLISHERS ARE LAX IN GRANTING CREDITS.

An important department of every mercantile business is that which decides whether credit shall be granted or refused. In all trades where actual goods are dealt in, such as dry goods, groceries or shoes, the credit machinery is very complete, and is now being made even more so by national organizations of credit men in every line of business. There is seldom a credit department in a publisher's office, however. Few publishers make a practice of systematically inquiring into the standing of new advertisers. Advertising space is not regarded as property, like shoes or dry goods, but as a commodity to be sold for what it will bring. When a new advertiser appears there is a strong disposition to "take a chance." Of the 20,000 and odd publications in the United States but an amazingly small number escape being victimized every month by the advertising fakir, and advertising has always been regarded as the particular prey of the swindler—a last resource after other lines of business have been closed to him.

The Publishers' Commercial Union, Chicago and New York, is the Dun and Bradstreet of publishers. Since 1880 it has furnished ratings on advertisers and advertising agents to its subscribers. These now number about 5,000, including publishers, advertising agents and special agents. Arthur Koppell, Eastern manager of the New York office, recently said to a PRINTERS' INK reporter:

"While conditions are continually growing better in this field, not even the most businesslike publication has so thorough a credit system as the average mercantile house. The fakir and swindler are gradually but surely being eliminated from advertising, however. There are about 20,000 general advertisers in the United States—that is, advertisers who operate in some territory outside of their own town. Between 3,000 and 5,000 new general advertisers appear each year, and of these

about 1,000 continue in business. As soon as a new advertiser is reported by one of our subscribers we investigate his standing and furnish an opinion as to his eligibility for credit. Our subscribers are spread so thickly through the country, and represent so many different classes of publications, that it is practically impossible for a new advertiser to operate without our hearing of him. You read accounts of fakirs who appear repeatedly under other names, but there are almost no instances in which they succeed in swindling publishers who follow our ratings, for our investigation goes into the past history of new advertisers. Once an advertiser proves dishonest he is marked, and only succeeds in swindling the publisher who grants credit promiscuously. While the business history and financial standing of an advertiser are valuable in settling his claim to credit, they are by no means final. The human quality counts a good deal—that is, it is possible to judge largely from a man's personal appearance and the way he talks about advertising. I find it a pretty safe rule that the man who displays ignorance of the principles of advertising, even though he has money, is not so safe a risk as the man with less capital who knows advertising science. The former is most likely to fail, while the latter will make advertising pay. The daily newspaper publishers incur the greatest losses through bad advertising debts, and the weekly newspapers are second. The magazines seldom lose. They are more careful in granting credit.

The headquarters of the Publishers' Commercial Union is at Chicago, and the business is under the general management of M. C. Myers. In January of each year a bound volume entitled "The Advertiser Reporter" is published, containing the names of 20,000 to 25,000 general advertisers, arranged geographically, with ratings. This annual is supplemented with a quarterly revised list and a weekly bulletin.

CIRCULATION

Over Half a Million

***The sworn average weekly (7 days)
Issue of The Daily and Sunday***

PITTSBURG

PRESS

***for Twelve Months, Ending
Dec. 31, 1903,***

553,345

Consuming Over

\$236,248

Worth of White Paper in 1903.

=====
The Press far exceeds the circulation of
any other Daily and Sunday newspaper in
Western Pennsylvania.

O. S. HERSHMAN, President and Publisher.
H. C. MILHOLLAND, Business and Adv'g Mgr.

C. J. BILLSON, Representative Foreign Advertising,
Tribune Building, New York—Chicago.

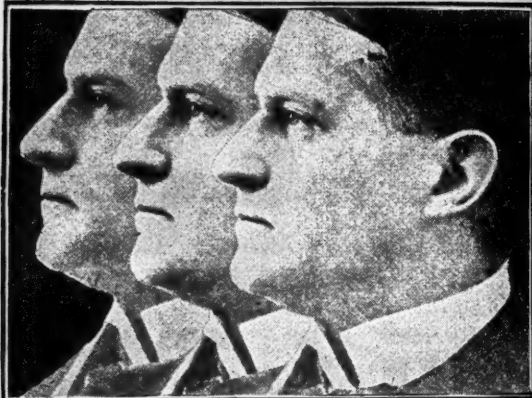
WEEKLY AD CONTEST.

SECOND WEEK.

In response to the weekly ad contest seventeen advertisements were received in time for report

in the *Saturday Evening Post* for October 24, 1903. A coupon was mailed to Mr. Ruhl, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in

WILLIAMS' SHAVING SOAP



3 times the Face Value of any other.

THE FACE VALUE of a shaving soap is its ability to soften the beard, allay irritation, make shaving safe, easy and agreeable, and leave the face soothed and refreshed.

To do all this, nothing can equal Williams' Shaving Soap. It possesses marked healing and anti-septic properties, and is the **only shaving soap** that will not smart, irritate or dry on the face.

The few pennies saved on inferior shaving soap may cost you dearly enough in the end. Take no chances.

When shaved by barbers insist that they use the Old Reliable Williams' Shaving Soap; accept no substitute from dealers, if you shave yourself.

Sold in the form of Shaving Sticks, Shaving Tablets, etc., throughout the world.

THE J. B. WILLIAMS CO., Glastonbury, Conn., U. S. A.

FREE upon request, our booklet, "Shaving: The Right Way."

in this issue of **PRINTERS' INK.** any periodical for entry. Reason—The one here reproduced was able care should be exercised to deemed best of all submitted. It send what seem to be good advertisement was sent in by H. F. Ruhl, drug-gist, Manheim, Pa., and it appeared be chosen which is thought to be

superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion. Beyond these general instructions, the editor of PRINTERS' INK leaves competitors as wide a margin as possible in choosing their ads, but he would like to receive advertisements from local merchants: jewelers, shoe dealers, opticians, tailors, grocers, clothiers, barbers, undertakers, real estate, banks, haberdashers, hardware dealers, etc. One of the objects of this contest is to interest local merchants in good advertising.

Sir Arthur Conan Doyle practiced medicine before he began to write, and in one of his scrap books he has a newspaper advertisement that he cherishes because it shows well the low standing of many doctors in the eighteenth century. Sir Arthur clipped the advertisement from a newspaper of the year 1787. It reads:

"Wanted, for a family not blessed with good health, a sober, discreet and steady person to act in the capacity of doctor and apothecary. He must often act also as a steward and butler, and occasionally dress hair and wigs. He will be required to read prayers and sometimes, on wet Sundays, to preach a sermon or two. A good salary will be paid and a preference will be given to such an one as, besides the above qualifications, can mend clothes."—*Philadelphia Bulletin*.

"You don't mean to say he's bought a copy of the City Directory for his parlor. What use has he for it there?"

"Why, man alive, his name's in it—in print."—*Philadelphia Ledger*.

Some people who have read the advertisements in the magazines and street cars are at a loss to understand how Shakespeare ever wrote his plays without eating the modern breakfast foods! —*St. Louis Humorist*.



The Modern Marketplace is the Modern Magazine

"The only method of advertising known to the ancients was the word of mouth. The merchant who had wares to offer brought them to the gate of the city and there cried aloud, making the worth of his goods known to those who were entering the city, and who might be induced to turn aside and purchase them."—*Prof. Walter D. Scott, in Atlantic Monthly for January*.

To-day the marketplace of the world is in the pages of

McClure's Magazine

S. S. McCLURE COMPANY

Curtis P. Brady

Manager Advertising Dept., New York

Frederick C. Little and Frederick E. M. Cole

Western Representatives

Marquette Bldg., Chicago

Egerton Chichester

New England Representative

Globe Bldg., Boston

OUR POST OFFICE.

In PRINTERS' INK for February 24 the advertisement here reproduced appeared on the double center pages.

On page 45 of the same issue appeared an announcement, which is also here reproduced and marked No. 1. The reverse side of this page contained a coupon to be filled out and sent in by prospective subscribers. It is here reproduced and marked No. 2. On the margin of page 45 runs the following sentence, "Tear out, sign and hand to a prospective subscriber." By inserting this coupon as a full page

therefore not properly mailable at the pound rate of postage, but as it is believed that it was prepared without knowledge of the prohibition against such sheets, and in accordance with the policy of the Department not to embarrass publishers or subject them to avoidable hardship or expense in the exercise of their second class privileges, the issue was allowed to pass under the circumstances and in view of the delay which the removal of the pages would entail.

It is however requested that there be no further infraction of this regulation, as this office will have no authority to accept future issues as second class matter unless they conform in all respects to the requirements of the postal laws and regulations, and I shall be pleased to receive assurance from you that the ruling will be observed hereafter.

Please enclose your reply in the official envelope herewith, which requires no postage.

Attention is invited to the circular also enclosed. Please note that the ruling applies only to full pages. It does not prohibit part of a page, surrounded by reading matter or ad-

\$50,000 in Cash

For Present Printers' Ink Subscribers.

PRINTERS' INK believes that there are at least 50,000 business men in this country who would gladly subscribe to the paper if they were reached in the right way. This number does not include the hundreds of young men and women who are interested in learning the art of advertising and who could do so by a systematic study of its weekly lessons.

PRINTERS' INK believes that its present subscribers can best testify to the value of the Little Schoolmaster as an instructor and helper in the practical affairs of everyday advertising.

PRINTERS' INK is willing to pay its present subscribers \$1.00 each for locating and securing the subscriptions of the new 50,000 subscribers.

As each of these prospective subscribers must first be made acquainted with the Little Schoolmaster, a coupon will be printed in each issue of PRINTERS' INK like the one on page 45 of this issue.

Tear this page out and hand it to some person of your acquaintance whom you think likely to be interested and benefited by reading PRINTERS' INK, first writing your own name at the bottom of the page.

If this page is returned to the office of PRINTERS' INK I will credit you with your initial effort and use my best endeavor to secure the applicant as a regular subscriber for one year. Should the effort be successful I will, immediately on receipt of his cash subscription for one year, mail you a check for One Dollar.

There is No Limit to the Number of Dollars One May Earn Under This Offer.

If you wish more coupons than the one appearing each week in PRINTERS' INK write for them.

PRINTERS' INK has done more for the developing of American advertising than any other single factor in this country; in fact, it has made American advertising what it is. And solely upon its true merits and sterling value, subscribers are invited to assist in spreading its advertising gospel.

Address CHAS. J. ZIMM, Business Manager and Managing Editor,
10 Spruce Street, New York.

by itself it now appears that the Little Schoolmaster violated one of the rules of the Post Office Department, as set forth in the letter here following:

Post Office, New York, N. Y.

Office of the Post Master.

FEBRUARY 27th, 1904.

Publisher of "Printers' Ink," 10 Spruce St., New York, N. Y.

DEAR SIR—I have to advise you that the Post Office Department has ruled that a full page arranged as an order blank or form and inserted for the purpose of being detached for some subsequent use, is not permissible in a second class publication, and will subject copies containing the same to postage at the third class rate.

The February 24, 1904, issue of PRINTERS' INK contains a page (45) which is regarded as being within the ruling referred to, and was

vertisements, from being arranged as a coupon or blank form to be cut out, provided it is not perforated. Very respectfully,

C. VAN COTT, Postmaster.

Per E. M. MORGAN, Asst. P. M.

PRINTERS' INK does not want to violate postal law or rule, and this reply was promptly dispatched to Mr. Van Cott:

PRINTERS' INK,
A Journal for Advertisers.

NEW YORK CITY, Feb. 29, 1904.

Mr. C. Van Cott, Postmaster, United States Post Office, New York.

DEAR SIR:—Your communication of February 27th, relating to coupon pages in PRINTERS' INK of February 24th and the Department's ruling, is to hand and has my careful attention.

It is needless to say perhaps that I did not intentionally commit an infraction of the rule

applying in this matter and shall not do so in the future.

I trust, however, that the day may come when common sense and businesslike principles shall govern our Post Office and when antiquated silliness and obstructions shall be removed. There is not a civilized nation on the face of the globe that has a Post Office Department as mismanaged and misruled as that of the United States. Yours truly,

PRINTERS' INK.

Chas. J. Zingg, Business Manager and Managing Editor.

The coupon page may appear again in PRINTERS' INK conforming to the rules of the Post Office

ing the subscriptions of the new 50,000 subscribers.

As each of these prospective subscribers must first be made acquainted with the Little Schoolmaster, a coupon will be mailed to all those who apply for them.

Hand each to some person of your acquaintance whom you think likely to be interested and benefited by reading PRINTERS' INK, first writing your own name at the bottom of the coupon.

For every coupon that is returned to the office of PRINTERS' INK I will give you credit for your initial effort and use my best endeavor to secure the applicant as a regular subscriber for one year. Should the effort be successful I will, immediately on receipt of

I think the offer on the other side will interest you.

PRINTERS' INK

A Journal for Advertisers
Published Weekly

At 10 Spruce St., New York

has been very helpful to me and I believe you will find it equally so.

Address of present subscriber

Date

TEAR OUT, GIVE AND HAND TO A PROSPECTIVE SUBSCRIBER

FOUR WEEKS' TRIAL TRIP

PRINTERS' INK THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

Publisher PRINTERS' INK,

10 Spruce Street,

New York.

Please send me PRINTERS' INK for four weeks, for which I inclose 10 cents, as I wish to examine the paper with a view of becoming a regular subscriber.

Name _____

Address _____

No. 1.

and it may not. Coupons will, however, be mailed to any subscriber who likes to take hold of the offer made by PRINTERS' INK on February 24, which reads as follows:

\$50,000 IN CASH

For Present PRINTERS' INK Subscribers.

PRINTERS' INK believes that there are at least 50,000 business men in this country who would gladly subscribe to the paper if they were reached in the right way. This number does not include the hundreds of young men and women who are interested in learning the art of advertising and who could do so by a systematic study of its weekly lessons.

PRINTERS' INK believes that its present subscribers can best testify to the value of the Little Schoolmaster as an instructor and helper in the practical affairs of everyday advertising.

PRINTERS' INK is willing to pay its present subscribers \$1.00 each for locating and secur-

No. 2.

his cash subscription for one year, mail you a check for One Dollar.

There is no limit to the number of dollars one may earn under this offer.

PRINTERS' INK has done more for the developing of American advertising than any other single factor in this country; in fact, it has made American advertising what it is. And solely upon its true merits and sterling value, subscribers are invited to assist in spreading its advertising gospel. Address

CHAS. J. ZINGG,

Business Manager and Managing Editor,
10 Spruce street, New York.

The editor and publisher of the *Cosmopolitan Magazine* has recently made a public appeal for an investigation by Congress of the Post Office Department and asks the removal of the Postmaster-General and the Third Assistant

Postmaster-General as a preliminary to any proper and honest investigation.

Publishers and business men everywhere suffer continually by the queer obstructing methods of the Post Office, and there seems little hope for reform until the day comes when our Post Office—the greatest business department in the world—is administered by honest, able and practical business men, instead of by politicians who are put there as a reward for political services.

MR. POST ON ADVERTISING AGENCIES.

Some men are born advertisers, others achieve advertising, and still others have advertising thrust upon them. C. W. Post is either a born advertiser or a self-made one. His products were not only the first in the health food field, but they have remained most conspicuous amid the rise and fall of other health foods. While "Grape Nuts" and "Postum Cereal" are good commodities, there is no getting away from the fact that their publicity is more forceful than that of similar commodities. From time to time advertising agents have taken upon themselves the credit for discovering Mr. Post and shaping his publicity, but he has always disclaimed his discoverers, averring that the success of his advertising is due entirely to his own ideas and efforts. There is no question but that advertising agents make more successful advertisers than are born in the ordinary course of events. But Mr. Post seems to have been born into advertising, not made by the agents. His experience with the latter has not been limited, however, and when a PRINTERS' INK reporter asked him recently for his opinions of advertising agencies in general he talked from a full mind.

"I thoroughly enjoy the companionship of a first-class advertising agent when opportunity offers at the Sphinx Club or elsewhere," he said. "Socially, they are most excellent fellows. But I suppose you want the subject discussed

from the business standpoint rather than the social. I am an owner of stock in three different advertising agencies, and perhaps should not tell tales out of school. But what I have to say most other advertisers know, and therefore, perhaps, it will not be harshly criticised.

"The statement that the advertising agent is an agent of the newspaper meets with a merry, infectious, and sometimes staccato Ha! Ha! If the agent did not hammer the life out of the publisher and force him to sell his goods at the very lowest living price, said agent would be of no value to his real client, the advertiser. Of course, if the publisher prefers to hire the agent and pay him fifteen to twenty-five per cent to break down his prices as far as possible, that is the privilege of the publisher, and I see no occasion for criticism on my part. But if it be understood that the advertising agent is the agent of the advertiser, not the publisher—then for what reason does the publisher pay him a commission? I am satisfied that it is, primarily, because the publisher has this fifteen or twenty-five per cent. lying around loose and wants to give it away to somebody. So he thinks the agents are good fellows, and about as convenient as any one else, and he hands it over.

"One excuse the publisher offers is that the agent creates new business, and therefore should be recompensed. The large advertiser is more or less of an egotist, and thinks he causes things to happen. We get into that way, and it is hard to correct it, particularly when the facts are forced on us day by day that if we did not do the things ourselves some of them would not be done. So, I say, we get into this bad habit, and it sticks to us. As an illustration, I suppose that I originated and made popular the cereal coffee movement about nine years ago. I often worked until two o'clock in the morning preparing copy, perfecting the organization of the business, and so forth. I supposed all this time that I was really working to promote a new business. About

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two years after the movement was started we had an epidemic of cereal coffee advertising. Some people tell me that the followers had been induced to go into the business because I had made a few pennies out of it. I never asked any of these imitators why they went into the business, and do not believe they went in because some advertising agent originated the business.

"A few years after that I perfected a predigested food from wheat and barley to feed myself on after recovering from a severe attack of appendicitis. During that time I experienced great trouble with the digestion of starch foods, and made "Grape Nuts" for my own use. Then it occurred to me that there might be other persons in the world who could make use of a predigested ready-cooked breakfast food, so I prepared the copy and introduced that article to the reading public. Perhaps you will agree with me that never in the history of advertising has there been so heavy a campaign and so much money spent as in the prepared, ready-cooked breakfast food business (though it gets on my nerves a little to have to stand godfather for some of the children). I have never, so far, seen that I had the right to charge the advertising agent that placed my business with the responsibility of the promotion of this new business. The agency acted as a broker in the purchase of space. It neither originated the products, nor the methods of marketing, nor prepared the copy. It acted simply and solely in the capacity of broker. Then, if the largest campaign of advertising known did not originate with the advertising agents, query—What is the real reason for allowing such agents the publishers' commission? I cannot answer this question, and so leave it to your readers.

"Now, then, the other side of this question:

"I have known of a case where a man wanted to enter the field and make some money through advertising. He had no object in life

except to make money. He did not care whether he sold mud pies or stocks in the Kingdom of Heaven. If he could get money out of a remedy for bald heads or for warts on noses he was in for it. So the proposition was placed before an advertising agency. They concluded that there was an opening for a certain remedy in the medical line, and suggested to Mr. Moneybags that he go to a prominent chemist, have said chemist box the chemical compass, and give him a remedy. Then the advertising agent produced the fascinating copy that would mesmerize the public into the belief that the thing to do was to buy this remarkable concoction, and lo! the business was started. Of course, it did not last long, for the spirit and zeal necessary to great success were absolutely lacking. However, it was a distinct and well-defined case where the advertising agent did originate business.

"Some day, perhaps, the clear-thinking publisher will conclude that, if he does not care to give away the commission to the advertising agent who hammers the life out of the publisher, he may with good grace give it to the *actual, real, bona fide producer of business*, whether he be a proprietor or agent."

What is the difference between a gambler and a bill-sticker?—A gambler is a card-player and a bill-sticker is a pla-carder.—*Ex.*



ADVERTISING IN DARKEST AFRICA.

SAN FRANCISCO NOTES.

Advertising in some lines has been dull since January 1, 1904. The biggest outdoor advertising company in the West, Owens, Varney & Green, complain that business is quieter than usual. Local advertisers will not be coaxed, persuaded or convinced at present, so Mr. J. Charles Green has gone East to try his "persuasion" in new pastures.

The Morton L. Cook Co., who control all the theatre curtains, programmes and interurban railroads, are very much disgruntled because the local advertiser cannot see his way clear to use their mediums more extensively.

But the newspapers are not complaining. The *Chronicle* has been increasing its advertising patronage at a rapid rate under the new business management of C. I. Leach, formerly with Frank Munsey's papers. Two of the largest advertisers in San Francisco, Hale Bros. and S. N. Wood, were out of the *Chronicle* entirely up to a short time ago. Now both are running on large space contracts. There is new spirit and enthusiasm in the advertising department of the *Chronicle*—probably put there by the new manager, for every few days a new advertiser makes his bow through the columns of the *Chronicle*.

The *Bulletin* has gingered up considerably since their new manager, Mr. B. A. Vollmer, took charge. The *Bulletin* is an evening paper, and claims to have the largest city circulation of any San Francisco paper, and this claim has not been disputed by the other dailies. The low rate of the *Bulletin* with its large circulation in San Francisco make it a very desirable paper for such advertisers as can only afford one or two papers. The *Bulletin* has always been a man's paper, notwithstanding the fact that it is an evening paper. From one to two pages of sporting news are published daily and considerable space is devoted every day to news and items of interest to the labor unions. The manager has been endeavoring

to make the *Bulletin* appeal to the women by running strong on society and women's stories, gossip, etc. Several prize contests have been used to boom the paper with the women. On February 2 the entire management of the *Bulletin* was turned over to the California Club, composed of the best-known San Francisco ladies. The ladies realized over \$5,000 profit from their labor, which money is to go into a fund to build a new club house.

The *Examiner* has always been the paper of the masses and probably always will be. Their circulation statement has not been issued recently, but they claim about 100,000 daily and about 140,000 Sunday. The *Examiner* is by far the most independent of all the dailies. They don't seem to care whether they get business or not, and after they get it take no extra pains to keep it. Their circulation both as to quantity and quality is considered by the local advertiser as being absolutely necessary to his business, and he continues to advertise in the *Examiner* whether they treat him well or not.

The *Call* is advertising itself to some extent, and secures a lot of local business because of its splendid policy of treating every advertiser as if he were a preferred guest. The entire advertising department of the *Call*, from the office boy to the manager, is polite, courteous and very attentive, and advertisers appreciate such a policy.

These four papers cover the local field very thoroughly, besides going to all the railroad stations in California, Nevada and parts of Arizona, Oregon, Washington, Idaho and Utah.

There has been a large number of special representatives of the Eastern dailies in San Francisco during the last two months, calling on Mr. R. E. Queen for the California Fig Syrup business.

Between these specials and the Owl Drug Co.'s fight with the N. A. R. D., Mr. Queen has been a very busy man. This Owl Drug Co. fight is a very interesting ad-

vertising story, which I shall endeavor to send you next week, but will say here that after a year's fighting the retail and wholesale druggists and all the labor unions of San Francisco, the Owl has by the use of good advertising succeeded so well that the N. A. R. D. and wholesale druggists were forced to come to their terms; the labor union fight is still on, and if it will continue long enough the Owl people will be able to retire in a few years very wealthy men. Every move made against the Owl has been turned to their advertising advantage.

The population of California is increasing very rapidly, owing to the vast amount of advertising this State is receiving through its various promoting committees, boards of trade, chambers of commerce and the railroads. Every county seems to have the advertising fever, and as usual many a good dollar is thrown away between poor advertisers and "graft." The large commercial bodies, however, are conducting their plans along thoroughly thought-out lines and are receiving good returns.

BANK ADVERTISING.

THE CHICAGO BANKER,
405-6-7-8 Monadnock Block.
CHICAGO, Feb. 22, 1904.

Editor of PRINTERS' INK:

While it is true that banks are giving more attention to the publicity end of the business than ever before, there is still great room for improvement, and to my mind PRINTERS' INK can do a great deal in helping to promote the field. As you are aware, no doubt, it has only been within the last few years that advertising managers have been employed in banks and trust companies. In some instances these gentlemen devote their entire time to the advertising and in others a thoroughly informed advertising man is given an official position in which he divides his attention. In the latter case it is where the bank has a desire to be up-to-date in the publicity department, but does not do enough advertising to warrant a man spending his full time.

It does not always follow that the financial institution with the largest capital should be the best known. While it is true that a large capital helps give confidence to the business public the smaller bank that advertises judiciously and systematically, impressing the integrity of its officials and directors upon the public, together with its facilities for doing business and handling the ac-

counts of individuals, other banks and corporations, often pays larger dividends to its shareholders than the one with the immense capital that don't believe in advertising.

As a very progressive gentleman, who has made the subject of advertising a study, said to me the other day: "In spending the money we do, and as we do, we not only have the immediate results in view, but we are advertising to the business man of to-morrow who is attending school to-day." This same man to substantiate his statement told me that he had purchased for his bank several copies of a complete atlas of the world and made a free distribution to school children.

This is surely long-sightedness, with the view of impressing upon the young mind the name of the ——— trust company so indelibly that when he enters business it will be natural for him to seek out the bank he has heard so much about and heard of for so many years. Of course, should this gentleman stop advertising in this direction, the money expended for the atlas would be money poorly spent, but he knows too much advertising to do that.

It may be well to mention that since this concern adopted its aggressive advertising policy, which has been only about five years, its deposits have increased over sixty per cent, and its total resources even more.

Very respectfully yours,

EDWARD H. FOX,
Business Manager.

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 223 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;
Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

WITH ENGLISH ADVERTISERS.

By T. Russell.

There is good ethical reason for the rule that one should not "borrow" one's advertising ideas from competitors. I would have thought that there was also good practical reason for this maxim; but that does not seem to be the opinion of some who claim to be advanced and serious practitioners of publicity. There is no class of men who ought to be better advertisers in every sense of the term than newspaper proprietors; yet when they do advertise (and few of them use newspaper advertising outside their own publications to the extent they advantageously might) there is no sort of advertisers so notoriously prone to smouching other people's schemes. (The word "smouch" is attributed by Mr. Mark Twain to Milton. If Milton is not a good enough authority, I will fall back on Mark.)

Some time ago I mentioned the scheme used by Sir George Newnes to advertise *Tit-Bits*. He ran a serial story about a buried treasure of \$2,500, and caused that sum in British gold coin to be actually buried in a piece of gas-piping at the side of a country road. As the story progressed, clues were dropped as to the whereabouts of the buried money, and it was understood that the first man to detect the meaning of the clues should be entitled to dig and become rich. The discovery of the money caused a great sensation, and one of the London evening papers, the *Star*, thought it sufficiently interesting to make an exclusive of it and send a man to interview the finder. This was good advertising.

So many people thought. Indeed, I should say that Newnes got many times \$2,500 worth of advertising from the newspapers out of this. The *Star* exclusive was probably worth, and certainly could not have been purchased for, the whole amount.

But no one admired the scheme

so much as certain other newspaper proprietors. Pretty soon the *News of the World*, a London weekly of large and meritorious circulation, began burying treasure, or vouchers representing treasure, in small sums all over the country. This was a variation on the original scheme, but it cannot be called original in itself. The *News of the World* went into it to the extent of \$20,000. But just then the Harmsworths took over a weekly paper, a rival—at a considerable distance in point of circulation—of the *News of the World*. And Mr. Harmsworth at once proceeded to adopt the buried treasure scheme also, and is upon record as having said that it had the effect of resuscitating a journalistic corpse, which does not look as if he had thought much of his new purchase.

The extension of the treasure scheme had the effect of causing a good deal of damage to the public roads, and eventually a large number of seekers were prosecuted by the police and fined. But this did not stop the nuisance, and the authorities determined to see whether those who hid could not be fined. Perhaps the lovely puns this was capable of suggesting to smart reporters stimulated the police. Anyway, the Harmsworth syndicate was prosecuted for being the cause of the public nuisance caused by seekers after their treasure, and fined. It is now announced that the Harmsworth paper (the *Weekly Dispatch*) will drop the scheme.

This is a very good decision to have come to. It is outrageous that a newspaper, which ought to be the guardian of public rights, should make itself the occasion of such a nuisance. But I am not concerned with this aspect of the question. According to the *Advertising World*, Mr. Harmsworth posed at the shareholders' meeting of the Amalgamated Press as an enthusiastic advertiser. He said that this company had spent last year a quarter of a million dollars in advertising. He considered this feature so vital to the business

that one of the directors did very little else than pay attention to it. "To make advertising pay to-day," he went on, "it has to be done with great cleverness and judgment," and much more to the same effect. Mr. Harmsworth, therefore, is not merely a publisher of advertising; he is also an advertiser. He is to be criticised by the canons of all good advertising—canons calling for judgment, perseverance, consistency, originality. And I am far from saying that his advertising has not been liberal, judicious and clever. But what is to be said of a large advertiser who has so little respect for advertising as a craft as to appropriate other people's inventions in the way Mr. Harmsworth appropriated the buried treasure idea? He says that advertising should be done, if it is to be done successfully, with great cleverness and judgment. And he proceeds to do it with great cleverness and judgment—only he uses the cleverness and judgment of other people.

* * *

Mr. Henry Wellington Wack, managing director of the company founded by the late Andrew Judson White (A. J. White, Limited), whose son recently met with so tragic a death, has resigned his position, which will be taken by Mr. Lyman Brown. A. J. White, Limited, owned Seigel's Syrup, one of the best advertised patent medicines in the British market. Mr. Wack has held the reins for about four years, if I remember rightly, and though I preferred the advertising of the original manager, Mr. H. K. Packard, who left the company at the period of its reorganization some time after Mr. A. J. White's death a few years ago, it cannot be questioned that Mr. Wack was a very able and successful advertiser. He took up the work when the business was in a very critical condition, and has weathered many storms since. The vehement disagreement of the board with its auditors last summer will not have been forgotten by readers of *PRINTERS' INK*. I am informed, but give the statement

under reserve, that Mr. Wack's resignation was the result of a disagreement between the American and English directors. Mr. Wack retains an unofficial relation to the board for the present, and no doubt the next general meeting will reveal the story of his withdrawal. Meantime it suffices to pay a deserved tribute to the admirable management which he gave to the Seigel business during his difficult tenure of office.

* * *

The sudden death of Mr. Thomas Smith, managing director of Smith's Advertising Agency, Limited (it was incorporated as a private company only last month), removes from the advertising world a picturesque and respected figure. Mr. Smith was a keen enthusiast in advertising. He began work as an advertising agent in a very small way, and in something over a quarter of a century made for himself a leading position in his profession.

It is just as foolish to try to do your advertising without a fixed plan and system as it is to try to build your house without a plan.

BEST FOR PRINTER, ADVERTISER, AD WRITER

"POINTS FOR PRINTERS"

40 pp. "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values." 25c. postpaid.

W. L. BLOCHER

Tecumseh Street

DAYTON, OHIO

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use **THE MERCHANT AND MANUFACTURER**, Nashville, Tenn., as it goes direct to the *country merchants* throughout the middle South.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN, NEB

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros.

Actual Average Circulation, 145,448
Rate, 35c.

AN INTERVIEW WITH A COAL ADVERTISER.

By L. Scott Dabo.

Unique among the small space advertisements which have appeared in the daily papers during the past year are a series of two-inch ads headed "Plymouth Coal." The mere heading itself, drawn in attractive lettering, is so distinctly different from the surrounding ads as to signalize them amid their many glaring, black-faced neighbors. Ordinarily, one or two inch space ads have little chance of attracting the eye in the dailies, in which so many quarter, half and full page displays hold forth. The Plymouth Coal ads have attracted attention largely through their attractive and judicious arrangement of type and balance of black and white. Though this advertising is practically new in New York dailies, it has been running in larger form for some years in local Jersey papers where this firm enjoys a wide reputation.

"Though I am not an advertising man, properly speaking," said Mr. Henry Jagels, of the firm of Hall-Jagels-Bellis Company, 33-35 Fourteenth street, Hoboken, N. J., with branch office in the Flatiron Building, this city, "I believe the art is rooted in the very soul of modern business. In these days of growth and expansion, the business man who fails to take as active an interest in advertising his product as in the goods he is marketing or manufacturing, falls short of the standard.

"We have been advertising enthusiasts ever since our firm was started, and on the supposition that the bottom principles of any business institution and the art of advertising are identical, we have always given the matter our earnest personal attention. I believe in the simple, direct, unaffected style of telling our advertising story. Convincing facts, briefly told, are what the people want. If by the general appearance of an ad first their attention and after that their interest is enlisted, half the point is gained; if the argument makes as strong an impression as the mere looks of the ad

did, a new customer may be counted on. This is the result of my experience.

"Our advertising began six years ago, shortly after the beginning of my career in the coal business with our present firm. The business has been practically built up and made what it now is in that time, and I attribute our success largely to the fact that we have been persistent advocates of advertising right along. When I first started, I had nothing in the way of capital but a horse and wagon. In those days I bought my coal as any middle man bought it—by the wagon load. I was then located in the downtown section of Hoboken and had no coal yard, stock or money. Then came an opportunity to locate up here on the present site, where an office and yard already stood ready for us to take possession. Even then an unexpected complication arose in connection with the man who leased us the property, and for a time it looked as if the first fruits of my effort were going to be wiped out.

"The first load of coal which made up our stock in this yard consisted of several sizes of fifty tons each. For this I had to pay cash upon delivery, and after that was done I had to my credit and as my sole available capital the sum of sixty-two cents; but I went to work with only one thought in my mind—to win out. With part of the first profits I began an advertising campaign, and from that time to this day we have always been represented in the local papers. Although I believe largely in sending salesmen out to sell our goods to the public, at the same time I realize the value of keeping the public informed day after day through the newspapers that we have the goods they want and at the lowest consistent price. If advertising does nothing more, it familiarizes prospective customers with a firm name or that of a brand of goods, and this facilitates the salesman's work to a large extent. Plymouth Coal is now as well known all over this section as our firm name, and the two are inseparable. That this has been largely accomplished through ad-

vertising I am sure. The impression is made even on people who have never before bought, but may buy coal any day; a brand name, coined or descriptive, for any product, is a valuable thing in advertising. We have used this particular name, Plymouth, and the present style of its lettering consistently wherever there was an opportunity for its display. Our wagons bear the words in the same style as they appear in our ads. They serve as a reminder and a connection.

"To give you an idea of the growth of our business within the past six years, we now send out from two hundred and fifty to three hundred thousand tons of coal annually. The firm owns eleven coal yards, where about seven years ago we leased one; we also control several coal companies besides the yards under our name.

"There is a drawback in the coal business which compels us to go slowly with our advertising plans, and that is the question of supply. We can always sell coal; there isn't a more marketable commodity in existence, but we can't always get all we want. Even now we are constantly pushing the railroad hard in order to keep our deliveries up with the demand. That's the reason we have gone so lightly into the broader field of advertising which New York affords; should we ever have to curtail it in any way, it will be for this cause. We can't stock up with coal as easily as a department store can with dry goods. There are no job lots of coal lying around waiting to be bought up at a round figure. When people run short of coal, they order it without going around shopping for it. At certain seasons everybody orders at the same time and wants it quick, so you see we have to be discreet in planning the extent of our advertising, if we want to avoid having to discontinue it altogether at certain periods.

"Among the New York papers we use the *Sun* and *Times*. We cannot always trace returns to any medium. Occasionally a new customer will say an ad in one news-

paper or another induced the order, but as a rule people don't think of referring to the ad; they send in their order and that's the end of it. Among the local papers, most of which we use, we have no doubt as to the superior value of the Hoboken *Observer*. It has carried our ads regularly for some years now, and, as I said before, a good proportion of our business may be safely attributed to the publicity we received from its columns."

"Have you used any other methods of advertising?"

"No. I believe in newspapers, first, last and all the time. In my estimation, so far as our business is concerned, newspaper-printers' ink is the most profitable of any in the long run. This question depends largely for its answer on the goods advertised, but so far as

Plymouth Coal

It burns up Clean

Coal as good as Plymouth has
2000 pounds of coal to the ton.
No dirt, dust or slate.

HALL JAGELS-BELLIS-CO.

Fuller Building, B'way and 23d St.,
Tel. 1019 Gramercy, New York.

coal is concerned I do not believe a better medium can be found than the daily papers.

"All our copy, with a few exceptions, is prepared by myself here in this office. The arguments, always short and forceful as possible, are aimed at coal economy in the domestic household. Much of our advertising is also directed at the users of coal in large quantities, as for instance public buildings, etc., but the average engineer in a large building has to be approached in a different manner. Sometimes Mr. Stevens takes a hand at the adwriting, though not often.

"All I know about advertising is the result of our firm's career in this field and what I have gleaned from such advertising journals as I occasionally see. The subject

possesses great interest for me and I never allow an opportunity to go by without reading whatever comes my way in this line. Advertising our goods and the consequent labor, making up copy, writing, planning, etc., is always a source of pleasure and relaxation to me. I enjoy it. I believe no man can do business to-day in a modern manner without familiarizing himself with its advertising aspect. My experience has satisfied me of the necessity for a merchant to keep up with its constant advance."

WHEN THE OLD SUBSCRIBER QUIT.

'Twas market day, and people came
From miles and miles around
To gather at the corners or
Upon the courthouse ground,
To sell their truck, to buy new duds,
To talk of this and that—
And each browned face its pleasure
smiled
Beneath a broad-brimmed hat.

And at the business office of
The *Weekly Clarion* stood
A long, long line of faithful ones,
To make their standing good;
And as each in his turn advanced
And his subscription filed,
The editor, beside his desk,
Just smiled, and smiled, and smiled.

For it was good to hear the clink
Of money, and 'twas fine
To know the *Clarion* was the guide
Of all that eager line;
'Twas cheering to reflect that he
Had been their monitor,
And so he smiled, and smiled, and
smiled,
And let his fancies soar.

Came maid, came swain, came old, came
young,
Their tribute then to pay—
And oh! the sun was shining fair
Upon that happy day,
Until from out the line there stepped
A hoary-headed one,
Who straightway gloomed the cheer-
ful sky
And blotted out the sun.

"Look here!" he said, "I tuk this sheet
Fer nigh on forty year,
And I ain't satisfied at all
Th' way you're doin' here!
By gum, your policies is rank,
And I come here t' say
As how I don't want this blamed sheet
Another single day!"

Then out he stalked, as having done
His duty as he knew it—
"By gum," he said, "I hated tew,
But I jest had t' dew it!"
And to his clerk the editor
Turned in his deep distress:
"The deacon's stopped his paper, Jim—
Go down and stop the press!"
—*Baltimore News.*

PRACTICE POLITENESS.

"How much are those Scotch flannels, please?" asked a woman in one of the large department stores last week.

"This lady will show them to you," airily replied the clerk, indicating with an indifferent nod a girl about three feet distant.

"But," persisted the woman, "I don't want to buy now. I simply want to know how much they are."

"Oh, different prices and up," was the nonchalant answer.—*New York Times.*

Nothing is more exasperating than to be treated with indifference or superciliousness by a fool clerk. The clerk may think he is smart, but about all he accomplishes is to ruin his own prospects in life and his employer's trade (if permitted long enough). The personal element is a great factor in one's business career. Politeness is a quality, when constantly practiced, certain to bring about its reward, not only in approbation and friendship from many people, but also in the material advantages of wealth and influence.

Every store has its favorite clerks. They bring customers to the store by means of certain personal characteristics—principal among which are tact, affability and politeness. These clerks make more and larger sales than fellow employees—the latter often wonder why they are passed by when the time comes to be promoted.

It costs nothing, beyond the exercise of a little patience at times, to be polite. It produces results far beyond the trifling cost.

Every clerk should practice politeness. The young man or woman who works to-day in any capacity finds plenty of opportunities to check utterances and mannerisms that may be "smart" and temporarily self-satisfying, but which leave a sting upon the other party's memory. Hew to the straight line of politeness! It may be a narrow path sometimes, so narrow as to be almost impossible, but remember that departure reflects more upon the author of it than upon anyone else. The employee in a retail house soon finds that courtesy is an inestimable aid to success. People express themselves with great readiness and fluency regarding the personal characteristics of store employees. The employer himself soon hears some of this talk. If it is favorable the clerk soon gets the benefit—if otherwise the clerk quickly gets the results. This is especially true in small towns. The clerk who is a true lady or gentleman has no difficulty in impressing this fact upon visitors to the store. Personality tells the story. A polite, pleasant clerk soon has a wide and still widening circle of friends to help in business by word, patronage and influence, while the gruff, surly or "smart" clerk is in hot water all the time until he is thrown out on the bank of forgetfulness.—*The Retailer and Advertiser.*

People who belong to the upper crust are not always the best bred.

THE DAY OF THE AD SCHOOL.

MILWAUKEE, WIS., Feb. 23, 1904.

Editor of PRINTERS' INK:

The "schools" and "colleges" of advertising are now passing through their "Valley of the Shadow of Death." The question, Are the days of the ad school numbered? is being seriously asked, not only by members of the advertising fraternity, but also by hosts of aspirants for honors in the advertising field.

Adduced as credence that the ad school has about run its course are the facts that the original promoters of "Advertising by Mail" are abandoning their own enterprises. One of the pioneers of the ad school business has recently severed his connection with the institution he founded to accept a position as advertising manager for a department store at a salary (so rumor says) decidedly smaller than that held out as an inducement before students of his erstwhile college.

Another advertising school has passed out of the hands of its original owners into the control of an advertising agency noted for its ultra-academic treatment of advertising problems. Critics of the ad schools have fairly placed the burden, "Physician, heal thyself," upon the shoulders of the ad school men, and in all candor it must be admitted that the attempted self-healing has not been a signal success.

As a matter of fact the ad schools are reaping the results of their own sowing. They promised more than any human agency could perform. They have succeeded in attracting bookkeepers, billposters, mechanics and bellboys into taking their courses, but they have most certainly not succeeded in transforming these same persons into capable advertising men. They have promised to supply business men with trustworthy advertising managers, and the business men who have listened to their promises have for the most part found themselves supplied with immature theorists. They have promised lucrative positions to their graduates, and the army of disappointed diploma-holders is daily growing greater.

The result is that to-day both graduates and business houses have grievances against the ad school. The former discourage others from taking up courses of instruction in advertising; the latter make it increasingly difficult for any ad school graduate to get a start.

These two conditions unite in making it very hard to conduct a correspondence school of advertising on a paying basis.

In justice to these schools it must be said that a man or woman with aptitude for advertising work may learn much of real value from their courses. The ad school graduates, however, who have attained any notable success have, in almost every instance, been persons whose education or previous training qualified them for an advertising career. It is also a fact that the achievements of graduates pointed out in prospectuses as shining examples of the success that comes to those who take a correspondence course in advertising are highly

idealized. In fact, most of those whose names and faces are given publicity from Seattle to Key West are actually only novices in third-rate positions.

The fatal error in the ad school's present position is that it claims ability to produce the finished adman, while actually able to do no more than set its graduate's foot on the bottom rung of the advertising ladder. The law school that would offer to take a grocer's clerk, put him through a course, and assure him a lucrative practice immediately upon graduation would be compelled to close its doors by the concerted action of bench and bar. Shall the ad school that attempts a parallel achievement expect to go unrebuked?

The ad school of the future must demand certain educational qualifications of its matriculates, and must impress on them the fact that it can only conduct them to the portals of the advertising profession. If it is modest enough in its claims and thorough enough in its work it may prove valuable both to its students and to the business world.

A year's thoughtful reading of the best advertising journals, coupled with personal investigation of the questions this reading raises is, however, a more satisfactory grounding for success in the advertising field than any correspondence course that ever has been, or is ever likely to be, offered.

Yours very truly, C. E. WALTERS.

186 Twenty-eighth St.

ADVERTISING is the nails and spikes that hold your business structure together.—*White's Sayings.*

THE TORONTO STAR

Circulation Climbing

Average daily last week **30,500**
net paid copies. Saturday
over **38,000.**

This is a climb never before equaled by a Canadian paper. THE STAR guarantees its circulation and its books are open to all. No padding—just plain, everyday popularity—that's all.

The rate now the same, but a change pending.

The Chas. T. Logan Special Agency
Foreign Representatives,
Tribune Buildings, New York & Chicago

RAILROAD TRANSPORTATION.

DEMOSS' R. R. TICKET AGENCY.
KANSAS CITY, MO., Feb. 23, 1904.

Editor of PRINTERS' INK:

For advertising mileage good for the year of 1904 and to be delivered within the next 30 or 60 days, we will pay you as follows:

Mo. Pac., \$20.00 per thousand.
C., R. I. & P. (no name), \$19.00 per thousand.

A., T. & S. F., \$20.00 per thousand.
U. P., \$18.00 per thousand.

St. Louis & Frisco, \$19.00 per thousand.

M., K. & T., \$18.00 per thousand.

C., G. & W., \$17.50 per thousand.

C., B. & Q., \$19.00 per thousand.

Wabash, \$19.00 per thousand.

C., M. & S. P., \$18.00 per thousand.

All tickets or mileage must be signed in plain, easy initial signature, and description, if any, must be made only.

Kindly advise us by return mail if we may expect any business from you, and assuring you of prompt remittance for any business done with this office, we are, very respectfully yours,

DEMOSS' R. R. TICKET AGENCY,
Per M. SLENTON.

A PRINTERS' INK reporter took the above communication up to the Grand Central Station and laid it before Uncle George Daniels, who rubbed his knees thoughtfully and said:

"Yes, yes. Some of the railroads pay for their advertising in transportation, either wholly or partly, and this transportation is credited to the newspaper or magazine publisher as fast as earned in advertising. A few railroads issue advertising transportation good for anybody, and this is a very welcome commodity for the ticket scalpers. In the greater number of cases, however, advertising transportation is issued with the restriction that it shall be used only by the publisher or his principal employees. Tickets good for such persons are issued by the railroad on request from the publisher, made out in the name of the persons who are to use them, and are

non-transferable. We have reason to believe that the majority of publishers use this transportation honestly. Once in a while a publisher disposes of advertising transportation to the scalpers, but if found out his advertising contract is immediately canceled. The safeguards thrown around transportation of all kinds now make this difficult, and the publication managed by a man with so little principle isn't a desirable advertising medium for a railroad, as a rule."

The publisher of a prominent monthly magazine said that it was the custom of representative magazines to accept only such railroad advertising on the transportation basis as could be used in the transaction of its business. Solicitors and members of the editorial staff use considerable transportation every year. Many roads pay half cash and half transportation to the most desirable mediums. The railroad that will not pay some cash has difficulty in getting a good list of mediums unless it is one of the great trunk systems. Publishers regularly refuse railroad advertising on the transportation basis. Publishers regularly receive offers from ticket brokers in many parts of the country, and the opportunities to sell transportation at good prices are many and probably tempting to the man with a struggling periodical. Railroad tickets may be freely bought and sold in thirty States of the Union. In ten it is a misdemeanor to traffic in them, and in the remaining States it is a felony.

"Larry, I am told you have retired from business."

"No, sorr. I niver did. Another felly opened a sshore across th' way fr'm mine, sorr, an' th' business retired fr'm me, b'Jarge!"—*Ex.*

WE desire to get in communication with a few of the finest and most artistic job and catalogue compositors in the United States with a view to permanent employment. Must be "Typographical Architects" with the best of references as to character and ability.

THE BARTA PRESS, 28 Oliver St., Boston, Mass.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙ ⊙), the so-called gold marks, denoting superior excellence in quality of circulation. ☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1903, 1,159. Weekly, 63,231 (4) guaranteed. Last six months, 1903, daily 1,750 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

Birmingham, Birmingham News. Daily av. for 1903, 17,488 (*); last 6 months 1903, 18,052; guaranteed.

Birmingham, Ledger. dy. Average for 1903, 18,950 (34). Av. for Aug., 1903, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071 (*)(⊙⊙), *WY*, 18,567 (*), *SY*, 15,051 (*).

ARIZONA.

Bisbee, Review. daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 5,820 (47). Logan & Cole Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times. daily. In 1902 no issue less than 1,000 (53). Actual average for August, September, October, 1903, 3,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000 (*).

Little Rock, Gazette, daily and Sunday. Arkansas' Leading Newspaper. Established 1819. Aver. 1903, Daily 7,904 (*), Sunday 9,840 (*). The only Arkansas newspaper that permitted the A. A. A. to examine its circulation. Smith & Thompson, Special Repr., New York & Chicago.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1903, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 82,542 (*).

Oakland, Tribune, daily. Average for 1903, 9,953 (75). Tribune Publishing Company.

Redlands, Facts, daily. Daily average for 1903, 1,456 (*). No weekly.

San Diego, San Diegan Sun. Daily average for 1903, 2,722 (80). W. H. Porterfield, pub.

San Francisco, Argonaut, weekly. Average for 1903, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers, Av. for 1903, daily 49,159, Sunday 47,802 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels, Av. for 1903, d'y 60,885, S'y 71,584 (80). Av. 1903, daily 61,054 (*); S'day 82,015 (*).

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug., 1903, 5,597 (86).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1903, 6,466 (86).

San Jose, Pacific Tree and Vine, mo. W. G. Bohannon. Actual average, 1903, 6,185 (*).

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509 (*). Perry Lucens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Republic Pub. Co. Dy. av. for 1902, 7,887 (112).

New Haven, Evening Register, daily. Actual av. for 1903, 13,571 (*); Sunday, 11,292 (*).

New Haven, Palladium, daily. Average for 1903, 7,625 (*). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1903, 15,827 (*); S'y 8,260 (*). E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Av. 1903, 5,613 (*). (115). Average gain in past year, 415.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1903, 4,659 (115). Actual average for 1903, 4,988 (*).

Waterbury, Republican. Daily average 1903, 5,846 (*). La Cote & Maxwell, Spec. Agts, N. Y.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,798 (97). Average for January, 1904, 45,209. Gain, 9,589.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784 (*).

Wilmington, Morning News, daily. News Publishing Co., pubrs. Av. for 1903, 9,988 (*).

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,088 (*)(⊙⊙).

National Tribune, weekly. Average for 1903, 104,599 (123). First six mos. 1903, 112,268.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,598 (*). Av. 1st 6 months, 1903, 8,289.



A Roll of Honor—Continued.

Pensacola. Journal, mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (*); Dec. 1903, 2,190.

Tampa. Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta. Journal, dy. Av. 1902, 27,828. Semi-wy, 24,105 (135). Present average, 29,884.

Atlanta. News. Actual daily average, 1903, 20,104 (*). Av. December 1903, 23,120.

Atlanta. Southern Cultivator, agriculture, semi-mo. Actual average for 1903, 20,125 (*).

Lafayette. Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (*).

IDAHO.

Boise. Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, d'y 2,761 (*), w'y 3,475 (*). (151).

ILLINOIS.

Champaign. News. In 1902 no issue less than 1,100 daily and 2,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago. Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,035 (176).

Chicago. American Bee Journal, weekly. Actual average for 1902, 7,485 (167).

Chicago. Bakers' Helper, monthly. H. B. Clissold. Average for 1903, 4,175 (*). (200).

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Actual average for 1903, 67,880 (*).

Chicago. Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (*).

Chicago. Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (*). (200).

Chicago. Home Defender, mo. T. G. Mauritzen. Act. av. 1902, 5,409. Last 3 mos. 1903, 34,000.

Chicago. Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,100.

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago. Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (182).

Chicago. Musical Leader & Concert-Goer, wy. Aver. year ending January 4, 18,548 (*).

Chicago. National Harness Review, mo. Av. for 1902, 5,291 (183). First 3 mos. 1903, 6,250.

Chicago. National Laundry Journal, semi-monthly. Actual average for 1903, 4,968 copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago. Record-Herald. Average for 1902, daily 154,218 (*). Sunday 191,517 (*).

Chicago. The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago. Tribune, daily. Tribune Co. In 1902, 7A (200) (166).

East St. Louis. Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,275 (192). Average first six months 1903, 14,822.

Evansville. Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee. Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (203). Average guaranteed circulation daily for August, 1903, 2,006.

Peoria. Star, evenings and Sunday morning. Actual sworn average for 1902, 23,742 (219).

Rockford. Register Gazette. Dy. av. for 1902, 6,554, w-y, 7,052 (223). Shannon, 150 Nassau.

Rockford. Republic, daily. Actual average for 1903, 6,540 (*). La Costa & Maxwell, N. Y.

INDIANA.

Evansville. Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (244). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville. Journal-News. Av. for 1902, d'y 11,910, S'y 11,509 (244). E. Katz, Sp. Agt., N. Y.

Goshen. Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis. News, dy. Hilton U. Brown, gen. mgr. Aver. net sales in 1903, 69,335 (*).

Lafayette. Morning Journal, daily. Actual average 1903, 4,002 (*); January, 1904, 4,479.

Marion. Leader, daily. W. B. Westlake, pub. Actual average for 1902, 3,757 (257). For 1903, 5,295 (*). December, 1903, 5,075.

Muncie. Star, d'y and S'y. Star Pub. Co. Aver. for 1903, d'y 25,856 (*), S'y 19,250 (*).

Notre Dame. The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (263).

Princeton. Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

Richmond. Evening Item. Sworn dy. av. for 1903, 2,552 (*). Same for Dec., 1903, 2,742.

South Bend. Tribune. Sworn daily average 1903, 5,718 (*). Sworn av. for Dec., 6,150.

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1903, dy., 1,951 (*); wy., 2,872 (*).

IOWA.

Arlington. News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (265).

Burlington. Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (*), Jan., 1904, 6,056.

Davenport. Times. Dy. av. 1903, 8,055 (*), s-wy, 1,660 (*). Dy. av. Jan., 1904, 8,880. Cir. guar. more than double of any Davenport daily.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average for 1903, 31,898 (*). (263). Average for January, 1904, 34,818.

Des Moines. Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (264).

Des Moines. News, daily. Aver. 1902, 37,118 (265). First 3 mos. 1903, aver., sworn, 41,371 net.

Des Moines. Spirit of the West, wy. Horses and live stock. Average for 1902, 6,085 (266).

Des Moines. Wallace's Farmer, wy. Est. 1879. Actual average January, 1903, 20,605 (264).

Muscatine. Journal, dy. av. 1903, 4,549 (*), w-y, 2,708 (*). Dy. av. Jan., 1904, 4,885.

Ottumwa. Courier. Daily av. 1903, 4,512 (*); semi-weekly, 7,336 (*).

Sheldon. Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 456, w'y 2,544 (325).

Shenandoah. Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (329).

Sioux City. Journal. Dy. av. for 1903 (sworn) 19,492 (*), dy. av. for Dec. 19,982. Records always open. More readers in its field than of all other daily papers combined.

Waterloo. Courier. Daily av. 1903, 2,967 (*). Last 6 mos. 1903, 2,057. S-w'y, 1,942.

KANSAS.

Atchison. Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard. Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

Hutchinson. News, d'y and w'y. W'y, during 1902, no issue less than 1,920 (346). E. Katz, N. Y.

A Roll of Honor—Continued.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125 (*).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). *Beckwith, N. Y. & Chicago.*

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Habbage. Average for 1902, 2,242 (388).

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1902, 2,552 (*); growing fast.

Lexington, Leader. Av. for 1902, 2,328 (*). w'y 2,806, Sy. 4,092 (*). *E. Katz, S. A., N. Y.*

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,805 (374).

Paducah, Sun, daily. Average, 1903, 2,181 (*); for December, 1903, 2,355.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,595. Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr. w'y. In 1903 no issue less than 5,000 (387).

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '02, 2,866.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average daily, 1903, 2,778 (*), weekly 2,170 (*).

Bangor, Commercial. Average for 1903, daily 8,218 (*) weekly 29,006 (*).

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904 (*).

Lewiston, Evening Journal, daily. Av. for 1903, 6,814 (*) (©). w'y 15,452 (*) (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1903, 8,041 (*).

Portland, Evening Express. Average for 1903, daily 11,740 (*), Sunday Telegram 8,090 (*).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,523 (402). For January, 1904, 47,529.

MASSACHUSETTS.

Boston, Evening Transcript (©) (412) Boston's best table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). Average for 1903, dy. 195,554, Sy. 297,824. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (430).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (©) (©)

Boston, Post, dy. Average for 1902, 174,178 (413). Av. for Dec., 1903, dy. 195,919, Sy. 188,715. Largest p. m. or a. m. sale in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1902, 73,852. In 1903, 76,666 (*). October, November, December, 1903, 78,555. Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g Dec. 31, 1903, 20,250 (*).

Gloucester, Daily Times. Average for 1902, 6,347 (427). First seven months 1903, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (432).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 102,666 (436). For year end, Dec., 1903, 185,992. All advertisements guaranteed.

Springfield, Republican (435). Aver. 1902, dy. 15,406 (©), Sunday 18,985 (©), w'y. 4,177.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711 (*).

Worcester, L'Opinion Publique, daily. Aver-Jan., 5,180 (*). Only French paper in U. S. on Roll of Honor. R. A. Craig, N. Y. and Chicago.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Average for 1903, 2,912 (*).

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average 1903, 37,499 (*). 40,000 guar. daily for 1904.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 2,827 (461). Average for first six months 1903, 4,523.

Jackson, Press and Patriot. Actual daily average for 1903, 3,649 (*). Av. Jan. '04, 6,182.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,886, s.-w. 8,681. Daily aver. December, 1903, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

Kalamazoo, Gazette-News, 1903, daily, 8,671 (*). Guarantees 3,000 more subscribers than any other daily paper published in the city. Av. 3 mo's to Jan. 1, 9,376.

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). January, 1904, daily 15,169.

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 73,854 (*) (498). Actual average January, 1904, 78,500.

Minneapolis, Farmers' Tribune, twice a-week. W. J. Murphy, pub. Av. for 1903, 63,686 (*).

Minneapolis, Journal, daily. Journal Printing Co.

"The Great Daily of the Great Northwest."

GREAT RECORD FOR JANUARY.

THE MINNEAPOLIS JOURNAL has again demonstrated right to its title of "The Great Daily of the Great Northwest," having carried in 36 issues in January 1,311 columns of PAID advertising, while its nearest competitor carried 883 columns, or nearly 50 per cent less.

By eliminating objectionable medical advertising, which THE JOURNAL would not carry, from the amount of its nearest competitor, THE JOURNAL carried as much advertising in its 36 issues as its competitor carried in its 36 daily and five big Sunday issues.

AS TO CIRCULATION.

During JANUARY THE JOURNAL'S circulation showed the gratifying daily average of

61,463 Copies,

which go directly to the homes, consequently the best advertising medium in the Northwest.

The Minneapolis Journal

ACCEPTS NO OBJECTIONABLE MEDICAL ADVERTISING, AND IS THE ONLY CLEAN, HIGH-GRADE, TWO-CENT PAPER IN MINNEAPOLIS. M. LEE STARKE, Manager General Advertising, Tribune Building, New York. Tribune Building Chicago.

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 73,163 (498). 75,000 guar'd. s.-mo. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (©) (497).

A Roll of Honor—Continued.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057 (*).

Minneapolis, The Housekeeper: household monthly. Actual average 1903, 268,250 (*).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 66,872 (496); Sunday, 56,850. For 1903, daily average, 72,882; Sunday, 61,074. Daily average, last quarter of 1903, was 71,129; Sunday, 63,924. Daily average for January, 1904, was 79,027.

The only Minneapolis daily listed in *Rosell's American Newspaper Directory* that publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896 (*). *Owatonna's* leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y. Av. for 1903, 10,500 (*).

St. Paul, Dispatch, d'y. Aver. 1902, 49,052 (505). Present average 58,181. **ST. PAUL'S LEADING NEWSPAPER.**

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 22,525 (505). First 9 mos. 1903, *same* average 24,081 net.

St. Paul, News, d'y. Aver. 1902, 30,619 (505). First 9 mos. 1903, *same* average 24,081 net.

St. Paul, Pioneer-Press. Daily average for 1902, 24,151, Sunday 20,986 (506).

St. Paul, The Farmer, ag'l., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb., 77,861 (*). Act. present av. 85,000.

Winona, Republican and Herald, daily. Average 1902, 3,202 (513); 1903, 4,044 (*).

Westlicher Herold. Av. 1902, 22,519 (*); Sonntag, Winona, 23,111 (*); Volkabl. des Westens, 20,045 (*).

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550 (522). In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1903, 10,510 (*). (541). E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1902, 62,978 (542). First 9 mos. 1903, *aver.*, *same*, 61,452.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,885 (549). Actual *aver.* May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, month'y. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, News and Press. Daily *aver.* for 1903, 20,418 (*). Last 3 mos. 1903, 25,065.

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Aver. for 1902, 23,287 (557). Rate 15c. per line. Circulation 20,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end. Dec., '02, 106,625. 1903, 68,585 (563).

St. Louis, Star. Actual daily average for 1903, 64,878 (*).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,825. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anacanda, Standard. Daily average for 1903, 10,809 (*). **MONTANA'S BEST NEWSPAPER.**

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (575).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,309.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165 (*), January, 1904, 12,225.

Lincoln, Deutsch-Amerikan Farmer, weekly (590). Actual average for 1903, 158,525 (*).

Lincoln, Freie Presse, weekly (590). Actual average for 1903, 159,400 (*).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,100.

Lincoln, Western Medical Review, mo. Av. *gr. endg.* May, 1903, 1,800. In 1902, 1,660 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Neble Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Aver. for 1902, 32,777 (594). First 9 mos. 1903, *same* *aver.* 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Noble. In 1902, no issue less than 2,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 180 Nassau St.

NEW JERSEY.

Asbury Park, Press, d'y. J. L. Kimmonth, pub. Actual average 1903, 2,792 (*). In 1902, 2,556.

Camden, Daily Courier. Est. 1876. Net average circulation for year end. Oct., '03, 6,855 (*).

Camden, Post-Telegram. Actual daily average, 1903, 5,798 (*), *same*. Jan., 1904, 5,829.

Elizabeth, Evening Times. *Same* *aver.* 1903, 3,885 (616). 6 mos. 1903, 4,238.

Elmer, Times, weekly. S. P. Foster. Average for 1903, 2,111 (*).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, d'y. Av. for 1903 19,012 (*). Last 3 months 1903, 20,659.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, d'y 58,896 (*). Sy 16,291 (*).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (625).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961 (*).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,627 (*); December, '03, 17,056.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (*).

Buffalo, Courier, morning. Enquirer, evening. W. J. Conners. Average for 1902, morning 48,815, evening 50,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 *av.*, 2,408 (*). Av. last 3 mo's, 2,484.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1902, 2,225 (647).

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 180 Nassau St.

A Roll of Honor—Continued.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1903, 4,830 (*). Av. for Jan., 1904, 4,456. *Leith & Stuart, N.Y. Dep., 150 Nassau St.*

Le Roy, Gazette, Est. 1836. Av. '03, 2,254 (*). *Lary, w'y. circ. Genesee, Orleans & Niagara Cos.*

Newburgh, News, dy. Av. for 1903, 4,187 (*). *Guaranteed by affidavit or personal investigation.*

New York City.

American Engineer, m'y. R. M. Van Arsdale, pub. Av. 1902, 5,516 (681). *Av. for '03, 5,875 (*).*

American Machinist, w'y, machine construc. (Also European ed.) Av. 1902, 18,561 (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1902, 15,000 (671).

Army & Navy Journal, Est. 1863. Weekly aver. for 1903, 9,036 (*). *W. C. & F. P. Church, Pubs.*

Automobile Magazine, monthly. Automobile Press. Average for 1902, 8,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (*). *Average for last three months 1903, 4,700.*

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, 28,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,825 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,255 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,544 (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). *Act. av. circ'n for 6 months ending June, 1903, 876,987.*

Dry Goods, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 4,866 (*).

El Comercio, mo. Spanish export. J. Shephard Clark Co. Average for 1902, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125 (*).

Engineering and Mining Journal, weekly. Est. 1860. Average 1902, 10,009 (674).

Forward, daily. Forward Association. Average for 1902, 81,709 (667).

Haberdasher, mo., est. 1881. Actual average for 1903, 7,166 (*). *Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware, semi-monthly. Average for 1902, 8,802 (683); average for 1903, 9,551.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (690).

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 26,540 (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months (1903), 212,684 (*). *Present average circulation 225,275.*

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,223 (668).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,452 (677).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1896. Actual av. circulation for six months ending Dec., 1903, 179,500.

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,259 (183). *Average ending December, 1903, 104,977.*

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub. 8 Spruce street. (679).

Pocket List of Railroad Officials, gly. Railroads & Transp. Av. '02, 17,696 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914 (*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell. Est. 1833. Average for 1903, 11,001 (*). *First seven weeks 1904, actual average 12,092.*

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (690).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 8,488 (687).

The Designer, fashions, monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, 253,525.

The Iron Age, weekly, established 1855 (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901,
"by Printers' Ink, the Little
"Schoolmaster in the Art of
"Advertising, to The Iron Age,
"that paper, after a canvassing
"of merits extending over
"a period of ten months, having
"been pronounced the one trade paper in the
"United States of America that, taken all in all,
"renders its constituency the best service and best
"serves its purpose as a medium for communication with a specified class."

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155 (*).

The New York Times, daily. Adolph S. Ochs, publisher. 1903 A (670).

The World, Actual aver. for 1903, Morn., 278,607 (*), Ev'g, 557,102 (*). S'y, 588,650 (*).

Toilettes, fashion, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 61,800 (*).

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 23d St. Act. av. ending Sept., 1902, 46,000 (1088). *Actual av. first eight mos., 1903, 100,625.*

Rochester, Case and Comment, mo. Law. Av. for 1902, 80,000 (715); 4 years' average, 80,186.

Schenectady, Gazette, daily. A. N. Lietz. Average for 1902, 9,097 (718). *Actual average for 1903, 11,622 (*).*

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1903, dy. 88,107 (*). S'y 88,496 (*).

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 18,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 8,468 (724).

Wellsville, Reporter. Only dy. and s.-w'y. in Co. Av. 1903, dy. 1,124 (*); s.-w'y., 9,958 (*).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,182 (726).

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. d'y av. 1903, 5,532 (*). S'y, 6,791 (*); semi-w'y, 5,800 (*).

Raleigh, Biblical Recorder, weekly. Average 1903, 8,972 (*).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Normannden Pub. Co. Average for 1903, 5,451 (*).

Herald, dy. Av. for '03, 5,479 (*). *Guarantees 5,600.* North Dakota's BIGGEST DAILY.

La Cote & Macmillan, N. Y. Rep.

Wahpeton, Gazette. Aver. 1903, 1,564 (*). *Largest circ. in Richland County. Home print.*

A Roll of Honor—Continued.

OHIO.

Akron, Beacon Journal. D'y av. 1903, 8,208 (750). *La Crosse & Maxwell, N. Y., Eastern reps.*

Ashland, American Sanomat, w'y. Aug. Ed. wards. Average for 1903, 8,558 (782).

Cincinnati, Enquirer. Established 1842. Daily (©), Sunday (©) (761). *Beckwith, New York.*

Cincinnati, Mixer and Server, monthly. Actual average for 1903, 18,085 (764). *Actual average for 1903, 42,625 (*). Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW*

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1903, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1903, 2,584 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1903, 145,018 (761). *Act. aver. for first six months 1903, 147,601.*

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., '03, 15,750.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1903, 80,347 (*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1903, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1903, 4,958 (771).

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407 (*), January, 1904, 16,815.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfaum. Aver. for 1903, 81,125 (*).

Lancaster, Fairfield Co. Republican. In Aug. '03, no issue less than 1,680 for 2 years (783)

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1903, 811,290 (800). *Actual average for first six months, 1903, 840,575.*

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1903, 869,666 (800). *Actual average for first six months, 1903, 885,166.*

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,088 (*).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual average 1903, 28,020 (*).

Guthrie, Oklahoma State Capital, dy. and w'y. Aver. for 1903, dy. 20,062 (*), w'y. 25,014 (*). *Year ending July 1, '03, dy. 10,868; w'y. 28,119.*

OREGON.

Astoria, Lannet, C. C. C. Rosenberg, Finnish, weekly. Average 1903, 1,898 (830).

Portland, Evening Telegram, dy. (ex. Sun). *Sworn cir. '03, 17,648 (*). In '02, 16,866 (834).*

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 8,808; first 6 mos. 1903, 4,912.

PENNSYLVANIA.

Bellefonte, Centre Democrat, w'y. Chas. R. Kurtz, Pub. *Sworn aver 1903, 8,804 (*).*

Chester, Times, ev'g d'y. Av. 1903, 8,187 (*). *N. Y. office, 280 B'way. F. R. Northrup, Mgr.*

Connellsville, Courier, weekly. Actual av. for 1903, 8,165 (838). *The "Courier" has a daily issue since Nov. 1902; statement upon application.*

Erie, Times, daily. Average for 1903, 11,808 (*). *E. Katz, Special Agent, New York.*

Harrisburg, Telegraph, dy. Actual daily aver. 1903, 10,886 (*); representatives: E. J. Shannon, New York; Chas. A. Allen, Chicago.

Philadelphia, American Medicine, w'y. Av. for 1903, 19,827 (865). *Av. March, 1903, 16,827.*

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of January, 1904:

1	108,783	17	Sunday
2	132,592	18	184,643
3	Sunday	19	161,082
4	147,897	20	168,449
5	141,779	21	171,006
6	162,632	22	168,673
7	165,846	23	160,685
8	155,341	24	Sunday
9	153,416	25	172,727
10	Sunday	26	163,480
11	161,906	27	169,736
12	164,180	28	169,064
13	161,906	29	164,811
14	166,684	30	166,899
15	164,756	31	Sunday
16	161,886		

Total for 36 days, 4,143,830 copies.

NKT AVERAGE FOR JANUARY,

159,377 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, February 3, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium.

THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by
"Printers' Ink, 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal. After canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them,
"through its advertising columns."

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Feb., 1904, 121,061.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©) (865).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1903, 8,558 (*).

Philadelphia, Sunday School Times, weekly. Average for 1903, 101,815 (869). *Average to July 1, 1903, 108,057. Religious Press Assn., Phila.*

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,842 (875). *Sworn statement on application.*

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). *Sworn statement on application.*

Pittsburg, Labor World, w'y. Av. 1903, 18,088 (*). *Reaches best pd. class of workmen in U.S.*

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1903, 64,648 (*). *Average first six months 1903, 64,871.*

Scranton, Times, every ev'g. E. J. Lynett. Av. for 1903, 21,604 (*). *La Crosse & Maxwell, N.Y.*

Warren, Forenings Vannen, Swedish, mo. Av. 1902, 1,541 (889). *Circulates Pa., N. Y. and O.*

(Continued on page 32).

**Every Advertiser Should Burn
These Figures into His Brain**

121,061

The Philadelphia Press

For years the Press has enjoyed great prestige, and in this respect no one has denied it "first place." To-day it talks circulation, and about as big as the biggest—121,061 net copies per day.

Average circulation, after deducting waste copies (no returns being allowed), **121,061 Copies Daily**, as the following sworn statement of circulation will show:

(COPY)

Statement of Circulation of "The Philadelphia Press" for Month of February, 1904.

DAILY EDITION.

Feb. 1.....	115,123	Feb. 15.....	121,491
Feb. 2.....	115,585	Feb. 16.....	121,675
Feb. 3.....	115,395	Feb. 17.....	121,718
Feb. 4.....	115,649	Feb. 18.....	122,016
Feb. 5.....	116,572	Feb. 19.....	122,833
Feb. 6.....	115,880	Feb. 20.....	122,111
		Feb. 23.....	121,633
Feb. 8.....	132,088	Feb. 23.....	121,805
Feb. 9.....	120,645	Feb. 24.....	121,641
Feb. 10.....	119,861	Feb. 25.....	122,905
Feb. 11.....	119,977	Feb. 26.....	122,149
Feb. 12.....	120,398	Feb. 27.....	122,957
Feb. 13.....	121,424	Feb. 29.....	123,473

Total for month..... 3,026,544

Average Net Daily = 121,061

STATE OF PENNSYLVANIA. SS
CITY OF PHILADELPHIA.

Personally appeared before me, the subscriber, John B. Townsend, who, being duly sworn according to law, doth depose and say that he is manager of "The Philadelphia Press;" that to the best of his knowledge and belief the above table correctly shows the actual Daily circulation of "The Press" for each weekday during the month of February, 1904.

Sworn to and subscribed
before me this first day
of March, 1904.

John B. Townsend

Manager.

William B. Brown
Notary Public.

Average net per day for the first six months 111,888
Average net, for the twelve months ending Feb-
ruary 29 100,628

The Press is Philadelphia's great home newspaper.



THE S. C. BECKWITH SPECIAL AGENCY.
SOLE AGENTS FOREIGN ADVERTISING.

43-44-45-47-48-49 Tribune Building, NEW YORK
510-511-512 Tribune Building, CHICAGO.

A Roll of Honor—Continued.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 5,857 (839).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

Williamsport, Grit. America's Greatest Weekly. Net paid average 1903, 181,848 (*). Smith & Thompson, Repr., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 16,485 (*) (©©), Sunday, 19,892 (*) (©©). Evening Bulletin 86,886 (*) av. 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888 (*). Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Avar. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual daily average for 1903, 2,842 (*).

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,588 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*).

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,819 (918). Actual daily aver. for 1903, 8,882 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,855 (*). Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (923). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1903, 9,691 (*). 6 mos. '03, 10,168. Jan., '04, 11,468.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201 (*).

Memphis, Commercial Appeal, daily. Sunday and weekly. Average 1903, daily 28,989 (*). Sunday 38,080 (*), weekly 77,821 (*), (927). Dec., 1903, dy. 28,989, Sy. 41,470, wy. 81,861.

Memphis, Morning News. Actual daily average for 1903, 17,594 (*).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (929). Av. for Oct., 1903, 20,025. Only Nashville's eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

Nashville, Merchant and Manufacturer. Commercial, monthly. Average for nine months ending December, 1903, 5,111 (*).

Nashville, Progressive Teacher and South'n School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). J. P. Smart, Direct Representative, 180 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,229 (954).

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,827 (*).

Sherman, Democrat. Av., 1903, dy., 1,019 (*) (wy., 4,250 (*). Liquor ads excluded. Solicit clean business. 24 years under same management.

UTAH.

Ogden, Standard. Wm. Glassman, pub. Av. for 1902, daily 4,023, semi-weekly 5,081 (970).

VERMONT.

Baie, Times, daily. F. E. Langley. Aver. 1902, 2,554 (974). Last six months 1903, 2,886.

Burlington, Free Press. Actual daily averages 1903, 5,566 (*). Circulation examined by Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Auld. Actual daily aver. 1903, 5,046 (*), aver. December 5,886.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). Actual av. for 1903, 7,482 (*).

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). The largest circulation between Washington and Atlanta.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,566 (990).

Tacoma, Daily News, dy. Av. '02, 12,650 (1000). Av. 2 mos. 1903, 14,014. Saturday issue, 17,222.

Tacoma, Ledger. Dy. av. 1903, 10,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1009).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,805 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Badger, monthly. Badger Pub. Co. Av. for year ending March, 85,822 (1032); since October, 60,000. Rate, 30c a line.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Av. for 1903, 21,981 (*); December, 1903, 25,090, January, 1904, 28,575 (©).

Milwaukee, Journal, daily. Journal Co., pub. Av. for 1903, 23,504 (*). Jan., 1904, 24,478.

Under \$50,000 Bond.

1633 Monadnock Block, Chicago, Jan. 23, 1904. Messrs. E. A. Heaney, Julius Simon, F. K. Esphenhaun (the committee): Gentlemen—We have, in accordance with your instructions, examined the circulation of the following daily newspapers for the year ending October 31, 1903.

The Milwaukee Sentinel,
The Free Press,
The Milwaukee Journal,
The Herald,
The Germania-Abend Post.

Detailed reports of each of these papers have been handed you this day. [Upon request The Journal will send a copy of report.]

We also presented ourselves at the offices of THE EVENING WISCONSIN and THE DAILY NEWS in accordance with our instructions; BUT WE WERE DENIED ACCESS TO THEIR BOOKS AND RECORDS.

Yours faithfully,
STUART & YOUNG.

[NOTE.—The publishers of The Evening Wisconsin and The Milwaukee Daily News also refused to allow their records to be examined by the representative of the Association of American Advertisers when requested to do so.]

THE JOURNAL CO.

Oshkosh, Northwestern, daily. Average for 1903, 6,488 (*).

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702 (*).

A Roll of Honor—Continued.

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (1039). For 1903, 38,181 (*). Adv. \$2.10 per inch.

Waupesa, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (1044). All home print.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (1061).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 2,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1902, 9,565 (*), only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily, 18,824 (*); weekly, 12,905 (*). (1064). Daily, January, 1904, 21,511.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 8,571. Av. 1903, 9,941 (*). Dec., 1903, 11,278.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,875 (*).

Toronto, Star, daily. Average for 1902, 20,971 (*). January, 1904, 20,841.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1902, 22,515 (*).

Montreal, La Presse, Trofite Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1095).

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1098). St. Moses. end. May 31, '03, dy. av. 55,147, wy. 122,157.

Making the Most of It!



The American Newspaper Directory is the standard work everywhere, because it gives reliable information regarding the circulations of mediums. The Directory is published once a year, and its information on circulations dates back for a period of a year prior to its issue.

* * *



The Roll of Honor—based upon the Directory system—goes further, it gives the figures for a year past, and if so desired also the figures for a week, a month or a quarter just past; it brings circulation figures right up to date, and for this reason it is the best and only organized circulation service to be had anywhere.

* * *



The Philadelphia *Evening Bulletin*, the Minneapolis *Journal*, the Milwaukee *Journal* and the Philadelphia *Press* make at present the most of this opportunity, which can be had nowhere else, and at an expense that is merely nominal.

* * *



It would seem obvious that publishers of other papers, equally good and equally important, would take advantage of the Roll of Honor service to make extra announcements at just this time of the year.

* * *



An occasional splurge in the Roll of Honor is putting it before the American advertiser with an effectiveness that is not possible in any other form of advertising. The Roll of Honor and its revised figures are examined by advertisers every week in the year. It's up to the progressive publisher!

* * *

The writer knows from actual experience with advertisers that they consider the Roll of Honor as the most important and most practical step in scientific advertising.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 30 cents a line, pearl measure, 10 lines to the inch (\$3); 200 lines to the page (\$60).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full page) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 9, 1904.

STOCKBROKERS' ADVERTISING.

Presume that the rule against advertising were annulled to-morrow by the New York Stock Exchange, the London Stock Exchange, the Chicago Board of Trade and other great exchanges, what would the legitimate stock and grain broker advertise? The bucket-shop man and stock scheme free lance usually puts all his advertising energy behind a single investment, such as a gold mine or an oil well. Good or bad, he pushes it, and it alone. The legitimate broker can't promote wheat, or corn, or Northern Pacific, or Pennsylvania bonds. His stock in trade is much like that of the advertising agent's—he sells experience, advice and service. His advertising must be qualified accordingly. He cannot inform the public through advertising that he believes such and such securities are likely to rise, but must be content with such publicity as will explain his true functions and those of the exchange on which he operates. His object is to attract clients.

Two kinds of clients come to the

broker. First, there is the investor who buys stocks because he has surplus capital. His purchases go into a safety vault for years at a time, for he is willing and able to wait for his profit. Just now U. S. Steel common is away down, and everybody is denouncing the steel trust. Some of the deepest financial thinkers, however, say that Steel stock will eventually attain its former value. They found their belief on the history of great American railroads. Everybody rushed to buy railroad stock in the great transcontinental lines when they were planned. The millions were sunk in roadbed and rolling stock. The country was a wilderness, and there were no dividends. Everybody sold railroad securities, and they became almost worthless. There was much denunciation. But shrewd investors bought in these cheap shares, the country was settled, the roads began to pay dividends, and the stock went up to par. It is not unlikely that Steel will do the same. The investor would buy U. S. Steel common at 11 to-day and put it away for years. That is the investing client.

The second class is made up of speculators. The man with a little money to spare—and often the man with less who can't spare it—buys stocks on margins, holding them sometimes a single hour, and seldom more than a week, waiting for a slight rise, when he sells and makes a small profit. If there is a drop, the speculator's margins are swept away. It is the speculating class that loses money in Wall street, and the great exchanges make restrictions against advertising chiefly because it is feared that advertising will be employed to attract speculators.

Speculative business is most profitable to the broker, but it does not follow that it is the sort of business he would solicit through advertising. The speculator finds Wall street himself, but the investor must be sought, and one of the most direct ways of finding him — advertising — is prohibited.

The investing class can be reached through advertising. The tactics of the "scheme" operator show that. Whether the worth of his gold mine or oil well be real or imaginary, he advertises it as an *investment*—seldom as a *speculation*. He doesn't say "Buy this stock to-day and sell it to-morrow at a profit," but "Buy it and next year it will pay dividends." There is, in fact, no short-time speculative side to his proposition, and the class of people he deals with are often the sort that go to the race track when they want to speculate. He is compelled to work from the investment standpoint.

His success shows that there is a great body of men and women with money to invest who know nothing of the legitimate exchanges and their uses. They are afraid of the exchanges, in fact, because they do not understand them. In this connection it is a point worth noting that most questionable investment advertising is carried in the very papers that flagrantly misrepresent Wall street, and the distrust of the exchanges bred among their readers makes them easy victims to the sharper.

* * *

The broker's advertising, then, will be devoted chiefly to educational work among the investing classes, spreading information about the exchanges through magazines, newspapers and literature. Once enlightened about legitimate investments, much of the capital of the small, inexperienced investor will be turned to safe enterprises, and the broker's commissions will be increased. The rosy word pictures employed by the schemer cannot be used by the broker. His advertising must consist largely of information about his functions and the service he offers. The broker to-day is in the same position occupied by the banks two or three years ago. The public knows little of his business, and must be told about it. Copy would take similar lines if the exchange restrictions were removed. Nor does the fault lie altogether with the restrictions, for though the New

York Consolidated Stock Exchange is more liberal in its attitude toward advertising, few brokers on that exchange go farther than the bald business card advertising sanctioned by the New York Stock Exchange. The manifestation of interest in advertising reported from London has no counterpart in New York, though many of the younger houses on the Chicago Board of Trade are eager to advertise, it is said. Restrictions can hardly stand in the way of a real advertising sentiment. The usefulness of modern advertising, its freedom from objectionable features when rightly employed, the growth of wealth in this country and the increase in small investors—all these things point to live advertising among brokers in the near future. The conditions that have made the trust company so successful in the United States have also created a wider field for the stockbroker. It is up to him to tell the public more about himself and his business.

THE Toronto *Star* prints its January circulation statement on a neat poster-effect folder. The daily average for the month of 26,841 copies, announced in the Roll of Honor, is a decided gain over the circulation for the same month of 1903, which was in the neighborhood of 18,000 copies per day.

It is said that forty retail druggists in Philadelphia have been selling counterfeits of Carter's Little Liver Pills. Brent Good has begun a vigorous campaign against them. George C. Fore, of 318 North Ninth street, and Joseph T. Griffith, Eleventh and Vine streets, were arrested and held in bail on examination. Both civil and criminal action will be brought against them. The label of the Carter Medicine Company is a small red one, bearing a large "L" in the body of which is the word "Trademark," with the name "Carter" above. The infringement is a smaller label, darker in color, with a smaller "L" minus name or "Trademark."

THE New Haven *Union* is the only evening paper in New Haven that permitted the circulation investigator of the Association of American Advertisers to make a thorough investigation of its circulation.

MR. METZ B. HAYES, formerly business manager of *Outing*, is now associated with the advertising department of *Leslie's Monthly Magazine*, and assumes the position of assistant secretary of the Frank Leslie Publishing House.

It is said that 150,000 Americans sail out into the Pacific Ocean every spring, and a great many of them have no definite notion where they are going. New Zealand proposes to attract some of these tourists, according to the New Zealand correspondent of *White's Sayings*. The Oceanic Steamship Company is about to issue a booklet fully describing Maoriland, and this brochure will be extensively distributed through the United States. Other advertising will follow. It is said that the scenic features of New Zealand lie close together, and may all be seen at small expense.

JOHN BRISBEN WALKER's new publication, the *Twentieth Century Home*, has been excluded from the mails, and is compelled in mailing to affix stamps the same as would be done in the case of patent-medicine circulars, or else pay eight cents per pound—either of which is equivalent to confiscation.

The attention of President Roosevelt was called to the high-handed seizure of authority by the Postmaster-General. The Postmaster-General replied:

"You are advised that the Department has been administering the law for the last twenty years in a similar manner to that which now obtains."

This is but one of ten thousand cases in which American publishers have been subject to vexatious rulings serving no useful purpose. All over the country there have been complaints as to the illegal, arbitrary, inconsistent, generally foolish and always harassing rulings made by the Department.

LEITH & STUART, special newspaper representatives, 150 Nassau street, New York, inform PRINTERS' INK that they are no longer the representatives of the Scranton, Pa., *Truth*.

MR. PIERRE JAY, vice-president of the Old Colony Trust Company, Boston, is a thorough believer in bank advertising and a reader of PRINTERS' INK. Some months ago the Little Schoolmaster printed a series of streetcar cards purporting to be designs then used by the Old Colony Trust Company. Mr. Pierre informs PRINTERS' INK that said cards were merely designs submitted by Wineburgh & Co., and that it was a misunderstanding on their part that the cards should ever be used, in fact the Old Colony Trust Company had never approved of the designs and had at no time intended to make use of them.

"RELATION of the Newspaper to the Advertising Agency in the Development of New Business" is the title of a paper read before the Ohio Editorial Association at its recent convention in Columbus by H. N. McKinney, of the Ayer agency. Proceeding upon the premises that the agent is the representative of the advertiser to a great extent, and that he does costly pioneer work in converting business men to advertising, the speaker contended that it is the duty of the newspaper to support the agent, or failing that, not to antagonize advertising in news columns, as is frequently done. Mr. McKinney cites instances in which advertising of large corporations, particularly the American Tobacco Company, has been antagonized by anti-tobacco articles that were wholly malicious and of little value either scientifically or as news. The duty of the newspaper is to either suppress such matter or to refuse advertising that it would harm. The address as a whole is clear and far-reaching in its conclusions. It has been printed for distribution by N. W. Ayer & Son, Philadelphia.

W. D. BRICKELL, general manager of the Columbus, Ohio, *Dispatch*, has resigned, after twenty-nine years' service as chief executive officer of that paper.

JOHN H. BLAKE, manager of a drug store at Wall street and Broadway, New York City, has been held for trial on the charge of fraudulently refilling Poland Water bottles with ordinary water, selling it over the soda water counter. The case has been vigorously contested, and proprietary men are interested in it. The prosecution is in charge of Philip Carpenter, 38 Park Row.

MR. NATHL. C. FOWLER, JR., 29 Beacon street, Boston, was mentioned in a recent issue of PRINTERS' INK as an advertising agent. He writes the Little Schoolmaster that his work is purely professional and that he has no connection with any advertising agent, publisher or printer. In a folder which accompanies his letter Mr. Fowler states that he charges fifty dollars an hour for consultation, two hundred and fifty dollars a day, thousand dollars a week, traveling expenses additional. Under these terms Mr. Fowler is willing to impart "the little he knows and the much he knows."

It is the South which seems to have pcts of gold at both ends of all its rainbows. The high price of cotton will result in putting into circulation in the cotton belt more money than the people of the South have had from a cotton crop in years. They have already had the first installment of this great sum of money, and with it the cotton farmers have paid their debts. The balance will be what is commonly called "spending money," and the circulation of it—as well as of that which went to pay creditors—will, it is said, give to the South an era of prosperity and good times that it has not enjoyed since the Civil War.—*Atlantic Coast Lists, 134 Leonard St., New York.*

REPRODUCED here is a quarter page and a one-inch advertisement taken from a current issue of PRINTERS' INK. Inserted in special

position they cost for one time \$12.50 and \$3.75 respectively. Without position the cost would be \$10.00 and \$3.00. The twenty-five per cent advance is for special position, which, by the way, will not

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903 : Sunday, 191,317;
Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

be accorded unless the advertisement is a specially good one. The copy for these two advertisers is frequently changed and made to tell a story of facts. For this reason they produce business. Is your paper of similar importance to the American advertiser? If so it will pay you to remind him through the Little Schoolmaster of

Lincoln Freie Presse

GERMAN WEEKLY.
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electro.

Actual Average Circulation, 145,448
Rate, 35c.

this fact. It is the medium in which you can do it more cheaply and more effectively than in any other way. Address Chas. J. Zingg, Business Manager PRINTERS' INK, 10 Spruce street, N. Y.

THE South Bend, Ind., *Tribune* has been subjected to a complete examination by the representative of the Association of American Advertisers.

AN affidavit made by the circulation manager of the *Evening Telegram*, Toronto, says that the circulation of that paper during January was 31,103 copies daily, all spoiled copies and waste deducted. The paper also carried forty-nine per cent of the want ads of Toronto on the five Saturdays in January, the total reaching 7,698 separate announcements. The *Toronto Evening Telegram* is entitled to entry in the Roll of Honor.

PARK COMMISSIONER PALLAS, of New York City, has gone into outdoor advertising, leasing the great fence around the new Public Library now building at Fifth avenue and Forty-second street for bulletin purposes. This action has aroused vigorous protest from the Municipal Art Society, that organization questioning his right to put city property to advertising purposes. In his own defense the Commissioner says: "I am free to say that I consider these so-called 'screaming advertisements' and 'yelling signs' the least objectionable of all forms of outdoor display advertising for two reasons: First, because they are temporary and shifting, and second, because they replace to some advantage the unsightly outlook presented by building operations and incomplete structures. In relation to the alleged disfigurement of the fence, I wish to say the outward face of that fence is upon bustling business streets, where there is no park feature to be considered, and I am informed the business men find the lighter color of the signs less objectionable than the heavy dark green they replaced." The society replies to this with a list of sixty persons whose homes are within sight of the bulletins who object to them, and it is held that the Commissioner is legally wrong. It remains to be seen whether the ads will remain to be seen.

Of Interest to Investors is a new business periodical just launched by Andrew L. Bush, investment specialist, Springfield, Mass. It deals chiefly with gold mining, and is a cleanly printed, interesting little paper, likely to command the respect of people who think for themselves before they invest their money.

THE executors of the David Kennedy Estate, Kennedy Row, Kingston, N. Y., send out a notice dated February 24 saying that the failure of the Dr. David Kennedy Corporation of Rondout, N. Y., does not in the least affect the various interests of the David Kennedy Estate or of the Cal-Cura Company.

IN PRINTERS' INK of February 3 was described a plan used by European merchants to attract trade. It was advertised that all purchases made on one day in a specified month would be refunded, the day being announced by the merchant at the end of the month and purchasers receiving back money for goods bought that day on presentation of receipted bills. The Little Schoolmaster held that such a sale could not be advertised in this country in newspapers on account of the lottery law. The Cleveland Dry Goods Co., Cleveland, Ohio, however, was running just this sort of sale at the time, and it was advertised as follows in the *Press*, of that city, February 3:

That new sale idea is going to make a great many people very happy when the refunding day comes. Imagine how pleased you would be if all the money you paid for goods bought here on a certain day was refunded to you! It does not matter whether it was one dollar or one hundred dollars, you would get it back if you happened to do the trading on the particular day that has been selected for this refunding sale. There is something to gain and nothing to lose by this method. You simply buy here such goods as you need at the lowest prices in this city, and if you do your trading on the particular day that has been selected for the refunding, you will get the money back the first week in March. Think it over and see if it is not worth your while to try for it. If there is anything about this new sale idea that you do not understand, it will be explained to you at the store.

CLEVELAND DRY GOODS CO.

It is a common saying among the special agents that when Beckwith adds a new paper to his list its circulation doubles. Whatever the facts may be as a general thing, the statement seems to be practically true in the case of the *Philadelphia Press*, which is now printing more than 120,000 copies daily.

Mr. A. W. KNAPP, secretary of the Book-Keeper Publishing Co., has been placed in New York as the Eastern manager, and will have entire charge of all business east of Pittsburg. Mr. Knapp will have under him representatives in Baltimore, Philadelphia and Boston, besides looking after the interest of the magazine, which he will retain under his personal charge. Mr. Knapp's headquarters will be in the American Tract Society Building, 150 Nassau street, New York City.

A CALL.

All men and women engaged in advertising, in all its various branches, who intend to visit the Louisiana Purchase Exposition in St. Louis, this year, should endeavor to be there on August 9, 10 and 11. August 9 has been appointed by President D. R. Francis as Advertising Men's Day. He has also consented to deliver a speech to the advertising men of America, and has given the use of the Hall of International Congresses for the Convention. The programme outlined for these days will be given out later. The advertising brains of this country will be represented—all large advertising clubs should correspond.

Literature, giving information about this big exposition, will be sent out from time to time upon request.

Address all communications to the St. Louis Advertising Men's League, Bureau of Information, 800 Washington avenue, St. Louis, Mo.

A BILL has been introduced into the New York State Legislature which prohibits advertising in elevated stations, newsstands, plat-forms and cars. It was fathered by Assemblyman Peter P. Sherry, of New York City.

THE first regular meeting of the Ad Club of Western New York took the form of a banquet at the Genesee Valley Club, in Rochester, on the evening of Lincoln's birthday, February 12. About fifty advertising men attended. The chief speaker was Professor Walter Dill Scott, of Chicago, who addressed the club on "The Psychology of Advertising." At the close of the dinner a business meeting was held, at which it was decided that the club be regularly incorporated under the laws of the State of New York. Applications for honorary membership have been received from many firms in New York and other cities. A novel souvenir of the meeting was a pin in the shape of a stub pen, made of bronze and bearing the club initials and date. The next meeting is to be held in Buffalo. Men prominent in the advertising world will be invited to address the club.

A MAN in Atchison, Kan., is responsible for the following:
THE MERCHANT'S LAMENT; OR,
HUMAN NATURE THE WORLD
OVER.

There are some shoppers in this town who think they know it all,
But they never buy in Atchison—oh, no,
this town's too small.
They shop, and shop, and shop, and on
clerks have no pity,
But when they have a cent to spend
they go to Kansas City.
But human nature's much the same no
matter where you go.
And while our dear friends here think
our store so very slow,
In Kansas City her sister or cousin, to
say the least,
Can't find a thing to suit her there, and
so goes farther East.
In Chicago, that big city that is ruled
by men from Cork,
Her sister's sister fails to find anything
this side New York;
While in New York another sister—and
there are many more than three—
Can't find a thing to suit her there, and
she goes across the sea.
In London and in Paris, where still
other sisters dwell,
I really don't know where they go, but
I hope they go to hell.

SMITH & THOMPSON, Potter Building, New York, represent the St. Joseph, Mo., *News and Press* as Eastern advertising agents.

THE Enterprise Engraving Co., 218-222 Fulton street, New York, sends out a mailing circular describing their service of making half-tones, line cuts and electrotypes. The plant is open day and night and holidays. Their announcement is businesslike, and, if they live up to what they claim, they ought to be able to make the hearts of those glad who need such services.

FAITH; hope; work. Faith in yourself. Hope to build on. Work without end. And the sum of these is enthusiasm. Enthusiasm has covered the earth with its accomplishments. Enthusiastic republics have vanquished dried-up empires. Enthusiastic business men have captured the trade of staid competitors. Enthusiastic young men have built up businesses where stolid capital has lacked the courage to try. Enthusiasm needs only direction to turn it into success. And the direction it needs is system. And enthusiasm, like system, is for stenographers as well as for statesmen; for cash girls as well as for capitalists; for you as well as for your neighbor. Plan your system and turn loose your enthusiasm. No stone wall can stop you.—*System, Chicago.*

THE eighteenth annual convention of the American Newspaper Publishers' Association, held at the Waldorf, New York, February 16-18, was, as usual, a busy session. Many live questions were taken up and made the subject of definite action. A committee was appointed to investigate and report upon the matter of rural free delivery carriers acting as newspaper agents and solicitors of subscriptions, and the convention expressed the opinion that the pay of rural carriers should be raised. It was recommended that subscription premiums be discouraged except in remote territory where necessary

to compete with papers from other cities. Labor questions took up nearly a day, but if any definite action was taken it was kept secret. The last day's session was given up to consideration of the alleged scarcity of wood pulp, it being openly charged that the International Paper Company, known as the "paper trust," is manipulating the output and handling a monopoly in a wholly inadequate manner. In a formal resolution the association asked the President of the United States and the Attorney-General to institute a suit against the paper combination, both to test the legality of its existence and the fairness of its methods in stifling competition. It was also decided to raise a fund of \$100,000 to fight the "trust," \$10,000 of this sum being pledged by the New York *World*. The following officers were elected:

President, C. H. Taylor, Jr., Boston *Globe*; vice-president, S. S. Rogers, Chicago *News*; secretary, W. C. Bryant, Brooklyn *Times*; treasurer, Edward P. Call, New York *Mail*.

Directors, C. W. Knapp, St. Louis *Republic*; Joseph T. Nevins, Pittsburg *Leader*, and H. U. Brown, Indianapolis *News*.

Inspectors, C. F. Cotton, San Antonio *Express*, and Benjamin Anthony, New Bedford *Standard*.

This is practically the old set of officers, S. S. Rogers and Hilton U. Brown being the only newcomers. The convention wound up with a banquet on the evening of February 18, attended by Mayor McClellan, Sir Chen-tung Liang-cheng, the Chinese ambassador, and many men notable in publishing, advertising, business and public life.

ONE of the most artistic calendars of the year is that of Rogers & Company, the Chicago engraving and printing house. The design is a heroic figure by Joseph C. Leyendecker, the illustrator and poster artist, magnificently reproduced in colors and bronze. The firm has followed the custom, which seems to be rather general this year, of holding its calendar until the subsidence of the calendar flood that rises about the first of January.

MR. H. S. THALHEIMER, World Building, New York, acts as special representative in the foreign field of the Boston *Herald* since March 1, 1904.

THE *Bakers' Helper* (66), Chicago, a member of the Roll of Honor, is one of those prosperous, up-to-date publications which make good use of the advertising gold nuggets contained every week in PRINTERS' INK. Under a special heading, called "Printers' Ink-lets," short sentences are regularly reproduced in the *Bakers' Helper*. These are taken from interviews, correspondence and editorials.

THE Piano and Aeolian are advertised in New York City to a large extent by afternoon concerts at the handsome new Aeolian Building on Fifth avenue, near the Waldorf. A hall was built expressly for this purpose, and the concerts have been made notable by well-known soloists. Several days before Washington's birthday it occurred to the management that a concert on this holiday would bring out people who had never had an opportunity to come on business days. Critics argued that everybody went out of town on such a day and that a holiday concert would be a failure. The experiment was tried, however, a special recital with a soloist being advertised in the Sunday papers. On Monday, Washington's birthday, the company entertained more people than had ever come to the hall in a single day before, and it was necessary to give three recitals in different parts of the building to accommodate the crowd. The most interesting fact revealed by the innovation, however, was that many of the merchants within one or two blocks of the Aeolian building were present. They had frequently wished to attend the concerts given on business days, but had never been able to do so. The whole experiment showed how much closer it is sometimes possible to come to the public by a very slight and simple departure from established ways of advertising.

A CALENDAR that really amounts to something as an advertisement is sent out by the Van Norden Trust Company, New York City. Printed in excellent taste, it shows the new building occupied by the company at Fifth avenue and Fifty-eighth street, while between the leaves of the calendar itself are talks about the facilities offered business men and investors.

THE *Republican-Register*, Galesburg, Ill., has just completed a voting contest in which prizes to the value of \$5,000 were given to subscribers. The publishers state that 3,141,108 votes were cast and the circulation of the paper increased to almost 5,000 daily. The *Galesburg Republican-Register* is entitled to entry in the Roll of Honor, having stated its circulation regularly to Rowell's Directory for many years. Its daily average for 1902 was 2,884 copies.

THE Little Schoolmaster acknowledges a copy of "The Advertiser's A B C," F. B. Browne's 1904 English Newspaper Directory, published in London. The elaborately appointed book contains valuable information to British and other advertisers. Judging from the mass of advertisements which the volume contains it must be a mint for the publishers.

I have read PRINTERS' INK regularly ever since it was first published and I still read it. In the meantime I have bought and paid for about \$5,000,000 worth of advertising. PRINTERS' INK contains a great deal of practical and valuable information and I certainly would recommend any young man or woman who seeks information in the Art of Advertising to read it.—H. L. Kramer, *Sterling Remedy Co., Kramer, Ind., February 23, 1904.*

MR. J. C. BUSH represents the *Household Ledger*, 95-97 Liberty street, New York City, as advertising manager.

AN echo of the merry Yuletide comes with the Christmas issue of the Manila *Sunday Sun*, just arrived from the Philippines. It has 100 pages of advertising and miscellany, with a cover that is truly Oriental in coloring. The *Sun* is altogether an individual publication, independent in its views and hard-hitting in its comments on things it does not approve in Philippine Island affairs. The publishers say that it has become a fixture in Manila, with a growing circulation throughout the islands and the Orient in general, being found wherever there are Americans in the Far East. The business men of Manila have given it loyal support in the shape of advertising, and a quantity of general business from representative American advertisers is in evidence. The *Sun* has adopted the clean policy of advertising and refuses "lost manhood" and other offensive medical advertising.

THE sales of the National Biscuit Company for the year ending January 31 were more than \$40,000,000, and the profit on this volume of business was \$3,709,515. Present assets are \$62,000,000, and dividends amounting to \$2,897,000 have been paid on the capital stock of \$52,000,000. The company has 7,508 stockholders, of whom 1,754 are employees. At the recent annual meeting in Jersey City, B. F. Crawford was elected president of the corporation, and A. W. Green chairman of the board of directors. The company has just completed a new factory building at Tenth avenue and Fifteenth street, New York City. It is fireproof, 100 feet wide by 200 feet long, with six stories and a basement, equipped throughout with newly invented machinery and lighted and operated by electricity. With the adjoining two buildings, the officials assert, it is the largest baking establishment in the world and the largest manufacturing plant in New York. It has twenty-one acres of floor space.

Good advertising is all founded on business experience. Poor advertising usually fails for lack of it. Sometimes the man who writes good advertising has the business experience. More often the writing is done by a man who has the knack of using the business experience of others. The manner of telling the story is something, but a man interested in this detail alone will pick and choose words, worry about the turn of a sentence, seek ideas that are merely pretty, all to advertise something the public doesn't want. Selection of mediums is a vital point, but the best mediums fail where the advertising is not based on sense. Poor mediums and poor copy will sometimes sell a respectable percentage of good goods. But the best mediums and copy will not sell goods that are against the principles of business. So all advertising questions sift down to the man who makes the goods and knows the public.

A LARGE map of New York City, covered with red spots, shows the location of every billboard and bulletin board controlled in Manhattan and the Bronx by A. Van Beuren & Co., the well-known firm of outdoor advertisers. The map forms a most interesting exhibit, and is supplemented with information regarding the service offered by the company. This includes, besides bill and bulletin work, a distributing system, card tacking, the placing of small signs on business places and on the tops of billboards. A. Van Beuren & Co. claim that they have the largest billposting plant in the United States. Besides that in New York the company has outdoor advertising interests in Newark, Elizabeth, Perth Amboy, Orange and Plainfield, N. J.; New Haven, Memphis, Chicago, Brooklyn, St. Louis, Louisville, Allegheny, Charleston, Peoria, Rock Island, Moline, Rockford, Aurora and Joliet, Ill.; Davenport, Muscatine and Burlington, Iowa; Huston, Texas. Contracts are taken for outdoor advertising throughout the United States, Canada and Cuba.

THE Albert Lewis Advertising Agency, Temple Court, New York, has opened a Chicago branch at 521 Medina Temple.

EASE is better than grammar in writing publicity. Thackeray is a good model for adwriters. Any paragraph of "Vanity Fair" shows repetitions and cumbersome construction that would be censured by a teacher of rhetoric. But Thackeray tells his story, and this loose, unpolished style amounts to personality. When he wrote the story of Becky Sharp he was undoubtedly so absorbed in her life that he could not have stated three set rules of grammar on a wager. *To state the facts*—that's the point. Grammar follows written language, not language the grammar. If an adwriter has rhetoric uppermost in his mind when he writes, the production will be precise, rounded and faultless—but there is very little chance of its being advertising. Think of the goods. Tell the story.

THE Indianapolis Adscript Club was organized recently in that city, the avowed objects being "help, harmony and mutual admiration." The membership is limited to those who write or manage advertising, and the club is said to be the only one that imposes this restriction, with the exception of the Adwriters' Club, Washington. Officers elected were: Donn V. Smythe, advertising manager New York Store, president; G. W. Gribble, of National Correspondence Schools, vice-president; Horace E. Ryan, of L. S. Ayres & Co., secretary; E. P. Clancy, of H. P. Wasson & Co., treasurer. Among the charter members are H. H. Paramore, editor *Bank Notes* (Levey Bros. & Co.); John T. Saulter, secretary Merchants' Association; Frank S. Chance, Indiana Dry Goods Company; E. W. Chaille, Stafford Engraving Company; Joseph Traxler, Kahn Tailoring Company; Russell Seeds, of Atlas Engine Works, and E. F. Sutherland, of E. C. Atkins & Co. There are about sixty men in Indianapolis recognized as professional advertising writers and managers.

MR. HORACE M. FORD, of 1151 Marquette Building, Chicago, has been appointed Western advertising representative of the Peoria, Ill., *Journal*, Mr. C. A. Allen having resigned.

THE Nolley Advertising Agency, 25 West Saratoga street, Baltimore, Md., wishes to receive current rate cards from all magazines and newspapers, their files having been destroyed in the recent fire.

MR. W. S. CARTER, formerly editor and manager of the Indianapolis, Ind., *Locomotive Firemen's Magazine*, has been promoted to the position of Grand Secretary and Treasurer of the Brotherhood of Locomotive Firemen. Mr. John F. McNamee succeeds Mr. Carter as editor and manager.

MR. J. BURTON WARREN, who for a number of years represented the Springfield, O., *Farm and Fireside* in the western field, is now traveling advertising representative of the St. Louis, Mo., *Woman's Farm Journal*, with headquarters at 66 Hartford Building, Chicago.

TRADE PAPER TRANSFERS.

Among recent sales negotiated by Emerson P. Harris are the following:
Common stock in the *Engineering and Mining Journal*, \$297,000, sold by W. J. Johnston to H. M. Sweetland.
Tobacco, weekly, sold by T. H. Delano Publishing Co. to Col. Charles H. Jones.
Cold Storage, sold to Dr. Senner.
Light, sold to L. S. Bigelow.

Any young man or woman who reads PRINTERS' INK thoroughly and persistently would certainly be greatly benefited by it, and I have no doubt a good advertising man might be developed by confining oneself to PRINTERS' INK. — *Hugh W. Montgomery, General Manager Record, Philadelphia, February 27, 1904.*

At the Sphinx Club dinner to be held in the East room of the Waldorf-Astoria on March 9 the subject for discussion is "What is Advertising?" The principal speakers will be Don C. Seitz, on newspaper advertising; Thomas Balmer, on magazine advertising; Artemas Ward, streetcar publicity, and O. J. Gude on outdoor display.

If you have an offering that is a genuine bargain it contains an element of surprise that is valuable in advertising. Don't put all the surprise in the ad, however. Keep back half for the people who come to buy. Big values on paper are forgotten to-morrow, but the big value that is delivered to a purchaser is remembered for many a long day.

THE large windows of Gardner & Vail, the laundrymen, opposite Wanamaker's, on Broadway, are known to thousands of people in New York and out of town. A PRINTERS' INK reporter recently asked Mr. Vail why his firm occupied a whole building on Broadway to carry on a business that could be conducted in a side street. Was not the difference in rent enormous in the course of a year? "The difference in the quantity of business that we get here more than pays the difference in rent," was the reply, "and the window brings that extra business. For years we have kept our largest ironing machines in those windows. With no other display, or even a window card, they have made us known all over the East." The Gardner & Vail laundry is peculiar in that it handles nothing but collars and cuffs, washing and ironing these by a process so thorough and satisfactory that work is sent by agents from points as far as New Orleans and Denver. A large mail order trade is also done, patrons who have lived in New York or who know the establishment sending on boxes of soiled collars and cuffs by mail, receiving them within a week or two. In some cases a large box containing several hundred collars and cuffs is sent twice or three times a year by express. This mail order business extends to the Pacific coast, and is probably unique in the laundry trade. The firm restricts its operations to collars and cuffs because they represent the most profitable articles that come to a laundry, and because they call for the greatest care and skill in handling. If a man's collar and cuffs are properly done up his comfort is assured.

MANY people who took to breakfast foods with a relish when they first came out have since tired of them and gone back to old-fashioned oatmeal or wheat foods that require cooking. Such people find it difficult to see how the breakfast foods are to be anything but a fad, and usually predict a speedy end to their vogue. It is said, however, that new factories are being built and new companies entering the field. The trade is growing steadily, according to the breakfast food makers, and surely they ought to know. Some folks say that breakfast foods are all alike, but this is disputed by the makers. Enzyme, the active principle of barley-malt, is combined with cooked wheat in making the foods. Enzyme is expensive, and in some brands it is used sparingly. There is also a certain trick in toasting the flaked kernels of wheat after they have been cooked. Skill and experience are needed to produce an even, acceptable grade, and the superintendent of the ovens is continually testing the output as it passes through. These and other technical details give a variety to each food, so that they are not so nearly alike as their names. Advertising has promoted large sales of the leading brands, but that the vogue is not due to the curiosity aroused by wide publicity is shown in the fact that small plants, spending modest appropriations to exploit their product in a single State, find the demand growing beyond the territory in which the advertising runs. So, while there are evidences that the breakfast food is an oddity, doomed to pass away in a few years, there are also good proofs that it is becoming a staple article of diet.

A NEAT booklet with general information about its departments and service comes from the Plainfield Trust Company, Plainfield, N. J.

"PROFITS in Ice Making" is a straightforward, convincing prospectus for a new ice plant, projected by the Glenmore Ice and Coal Co., Philadelphia. It was written by Benjamin Sherbow, that city.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Press for roll paper, Kidder preferred. "ROLL PAPER PRESS," care P. I.

A DVERTISER of business that tripled sales desires change. "EFFECTIVE," care P. I.

WANTED—Daily paper in Western town; \$5,000 cash, balance mortgage. "H. J.," P. O. Box 672, New York.

WANTED—Chicago representative for Western farm paper of 10,000 circulation. NEBRASKAN, Ansley, Neb.

WANTED—Position as editorial writer or city editor on afternoon paper. State salary. Address "B. F.," care Printers' Ink.

MORE than 250,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WILL buy a weekly or monthly periodical of established standing in New York City, one of general circulation preferred. "B.," care P. I.

WANTED—Opportunity to engage in advertising; young man, age 26; close student and deep thinker. "RESOURCEFUL," Printers' Ink.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old, reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

BACK numbers of **PRINTERS' INK**, Profitable Advertising, Current Advertising, Ad-Sense, Fame. State what you have and best price. CASH A. HARRIS, 53 Maiden Lane, New York.

WANTED—Position on web press by young man having three years' experience on quadruple web. Satisfaction guaranteed. J. BROWN, 276 Wayne St., Jersey City, N. J.

MANUFACTURERS, Publishers and Inventors—Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. CROSS & CO., Box 375, South Hampton, N. Y., Dept. B.

CANVASSERS WANTED—Skilled men and women make \$1,000 per month taking subscriptions and advertisements and making write ups for NORTHWEST FARM AND HOME, North Yakima, Wash.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

POSITION as advertiser—assistant or manager. Correspondence courses and some successful experience. Excellent references. Will accept small salary as assistant to successful writer of extensive advertising. "C. T.," this office.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

DO YOU WANT A CARTOONIST—one who can pick the "big" news of the day and put it in a form impossible to misunderstand—one who can draw cartoons that interest all classes! Samples furnished. Address "T. H.," Printers' Ink.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN, Suite B, 2219 Land Title Bldg., Philadelphia.

CLERKS and others with common school educations only, who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 83 Temple Court, New York.

WANTED FOR AUSTRALASIA. Wanted, the exclusive rights for Australia and New Zealand for novel and up-to-date articles, suitable for mail-order business. We are represented in each large city by capable men and have special facilities for advertising and placing goods to the best advantage. Send along samples and full particulars. Only exclusive rights for Australia and New Zealand entertained.

Address **CAPILLA PROPRIETARY, LTD.**, 164 Pitt Street, Sydney, N. S. W., Australia.

A NEWSPAPER and advertising man of fifteen years' experience, now holding a position with large New York City newspaper, will do

ODD
JOBS

in advertisement writing, planning advertising campaigns, giving advertising advice. **DO NOT HESITATE.**

Address at once "E. A. G.," P. O. Box 1878, New York City.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.), Suite 511, 300 Broadway, New York. Suite 515, Pennsylvania Bldg., Phila. Suite 525, Monnock Bldg., Chicago. Suite 1325, Williamson Bldg., Cleveland. Pioneer Bldg., Seattle.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE, Circulation 17,000. 233 Broadway, New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE, Circulation 17,000. 233 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 175 Vermont St., Buffalo, N. Y.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. **SMITH PRINTING CO.**, 813 Broadway, Toledo, Ohio.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITEFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 225 Broadway, New York.

COIN CARDS.

\$2 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.,** Detroit, Mich.

PROGRAMME FOLDERS.

PROGRAMME and Marriage Folders, 50 per cent lower than any house in America. Beautifully embossed in gold, 40c. per 100 up. Samples, 5c. **PENN CARD CO.,** 138 S. 6th St., Philadelphia.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.,** 29 Murray St., New York.

INDEX CARDS.

EVERY modern business nowadays uses the Card Index system. We are manufacturers and retailers of Index Cards, Guides, etc. Write for sample sets and prices.

STANDARD INDEX CARD CO., 702 Arch St., Philadelphia, Pa.

BUSINESS STATIONERY.

I WANT to send samples of engraved business stationery—steel die embossing—to discriminating business men who appreciate the importance of using letterheads that must create favorable impressions. Beautiful work. Special prices if you mention **Printers' Ink.** Send for samples of fine social stationery, calling cards, wedding invitations, etc.

JAMES BROMLEY, Stationer, 53 Maiden Lane, N. Y.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIPANS CHEMICAL COMPANY, No. 10 Spruce St., New York.**

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

WE would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.,** 61 Ann St., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x3, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

HOUSE-TO-HOUSE DISTRIBUTING.

I AM placing millions of pieces of advertising matter from house to house throughout the entire United States for many of the leading and most conservative general advertisers. Last year I placed over seventy million pieces.

I offer all advertisers the only proven national distributing service that has made good. No small boys or bill posters connected with my service. Only men who make distributing their exclusive business.

If you have never tried my line, tell me what you have, territory you cover, and let me make a test distribution. I know something about selling, trade conditions, etc., and will not accept your order if I do not think I can make it pay you.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 448 St. Clair St.,
Cleveland, O.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO,** 220 B'way, N. Y.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo. Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. **KING,** 185 William St., New York.

INSTRUCTION BY MAIL.

HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention **P. I.** and get samples from Lessons free. **SCHOOL OF HUMAN NATURE,** Athens, Georgia.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.,** Detroit, Mich.

MANIFOLD PAPER.

CLARK'S Royal Manifold Paper is the best made for the purpose of keeping carbon copies of letters; it exactly answers the purpose; 1,000 sheets, 75 cents; 10,000 sheets, \$6.75. **CLARK & ZUGALLA,** 88 Gold Street, New York.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON,** Michigan Newspaper Broker, Jackson, Mich.

SPECIALTY PRINTERS.

PRINTERS—Our line of Italia and Homespan announcements are attractive. Send for samples. **HAL MARCHBANK'S PRINT SHOP,** on the Tow Path at Lockport, N. Y.

PRINTING FOR ADVERTISERS—Good, plain attractive matter properly arranged. Send for samples. **HAL MARCHBANK'S PRINT SHOP,** on the Tow Path at Lockport, N. Y.

WANTED—A solicitor for high-class printing specialties—a good man only. **HAL MARCHBANK'S PRINT SHOP,** on the Tow Path at Lockport, N. Y.

BUSINESS OPPORTUNITIES.

A MONEY MAKER.

I have an original copyrighted advertising idea which has cleared me over \$2,000 on an investment of less than \$50 originally. Any intelligent man can work it. I will send sample, full information and right to manufacture under my copyright for \$5. No interference with your present occupation. Ask for free descriptive circular.

EMERSON DE PUY, Des Moines, Ia.

THE MAIL-ORDER WAY.

THE ONLY WAY

TO MAKE MONEY. It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

LOUIS GUENTHER,
Room O, Schiller Building,
Chicago.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempers and improves the suction of rollers. For sale by the trade. Made by the DOXO MANFG. CO., Clinton, Ia.

ADDRESSES FOR SALE.

1451 R. F. D. route names; Ohio, \$1. Z. X. COREY, Maryville, Ohio.

10,000 BUFFALO lady shoppers, \$5. unused. MILLAR, 337 Elliott St., Buffalo, N. Y.

SOUTH DAKOTA FARMERS HAVE THE PRICE—Offer them anything by mail that is all right and they will buy. Try them with our guaranteed list of 5,000 cream shippers. Write to THE WESTERN ADDRESSING CO., Lock Box 434, Millbank, So. Dak.

BOOKS.

BEST FOR PRINTER, ADVERTISER, AD- WRITER—"Points for Printers"; 40pp. "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values." Etc., postpaid. W. L. BLOCHER, Tecumseh St., Dayton, Ohio.

WHEN PAPA RODE THE GOAT.

R. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge cut catalogue free.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the DOXO MANFG CO., Clinton, Iowa.

STICKY as paste can be made and ready for use instantly by adding cold water to Bernard's Cold-Water Paste Powder, makes it the favorite paste for all purposes. We furnish free sample and tell you how to use it, because its merits speak for it. Two-cent stamp carries sample anywhere in the U. S. B-H AGENCY, 46 N. State St., Chicago.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

AVOID BUSINESS TROUBLES.

A Use manifold stationery for orders, bills, letters and all detail work. Get our prices for what you use or may want to use. Hano quotes low. HANO is always looking for new customers and new solicitors in unoccupied territory.

Manifold business systems made by HANO. Manifold shipping and order systems by HANO.

CARBON PAPER.

C Something you could use all day long without soiling the hands; something with which you could make clean, sharp, brilliant copies and that wears like iron.

PHILIP HANO & CO.
808 Greenwich St., New York.
315 Dearborn St., Chicago.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY.

151 Water Street,

Brooklyn.

New York.

The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

STATE and County rights for a newly patented outdoor advertising device. Literature application to COMMERCIAL DEVELOPMENT COMPANY, 916-918 N. 30th St., Philadelphia.

FOR SALE—Half interest in a New England newspaper. Daily is 60 years old, Sunday is 15 years old. Has made three fortunes. In city of about 150,000. Address W. B. ROBINSON, Natick, Mass.

FOR SALE—On account of death of proprietor and founder of THE EMINENCE CONSTITUTIONALIST (established 1868), newspaper and plant will be sold to wind up estate. Newspaper is money-maker. Paying job department. Building sold with plant if desired. Apply G. ALLISON HOLLAND, Executor, Eminence, Ky.

HOW PERFECTING PRESS for 4 or 8 pages, with complete stereotyping outfit; first-class condition; cheap to immediate purchaser. CAPITAL PRINTING CO., Washington, D. C.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, Printers, 5th above Chestnut, Philadelphia.

3 NEW Advertising Novelties—A Pencil Holder, 3 x 5 Ball File, and a Toothpick Case. 3 samples 10c. Agents wanted. J. C. KENON, Owego, N. Y.

A "SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. F. FULVER CO., Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

50¢ REWARD. The Country Home Price \$5 Puzzle. The greatest little ad novelty out. Compels people to study your announcement. Sample for stamp. UP-TO-DATE MFG. CO., 66 High St., Factoryville, Pa.

THE Parisian Weather Indicator is seen often-er, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. ALFRED HOLZMAN, Greenville, Miss.

LITHOGRAPHED weather indicators—little girl's dress and boy's pantaloons change color with the weather. Can be mailed. One of the most lasting and attractive advertising novelties out. Four designs. Samples and prices, 10c. Sample and prices our "Mystic Wallet," 20c. "Little Traveler" (catalogue), 4c. stamps. THE HOLLIDAY NOVELTY ADV. WORKS, Knox, Ind.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. KINGWALL FILE & LEDGER CO., Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNITIES.

ONE of the few great chances to acquire for a nominal investment a publication which should become worth hundreds of thousands of dollars is now available. For \$25,000 a weekly can be bought which, with little or no additional capital invested, should become one of the greatest trade papers in the country. It is already making good profits. EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-K. gold. Big inducement for quantities. Write TRANSON, 3123 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 190 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 35¢ issue now ready; free. S. F. MYERS CO., 46w, 45-50 52 Maiden Lane, N. Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

WRITE to us about "22 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

ADVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ARE you anybody? Then advertise in ANYBODY'S MAGAZINE, Peekskill, N. Y. Copy and rates free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

DRY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 10c. a line.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

25 CENTS for 30 words, 5 days. ENTERPRISE, 253 Brockton, Mass. Circulation, 9,000. Carries a solid page of want ads. Want ad newspapers are closest to the hearts of the people.

1,000,000 TRAVELERS can be reached monthly through the eastern western sections of the Travelers' Railway Guide. Write for particulars to 21 Park Place, N. Y., or 158 Adams St., Chicago.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

10,000 GUARANTEED. Special Commune Number, March 19. The Erie People is one of the best-known labor papers in America. Actual sworn average, 3,033 copies weekly; 10,000 copies of this number ordered by subscribers for distribution. Issue may reach 15,000. Rates same as regularly, 25 cents per inch. Position 25 per cent extra. Excellent medium for mail-order and general advertisers. Forms close March 15. Address ERIE PEOPLE, Erie, Pa.

METAL LINE MEASURES.

STANDARD brass measures, graduated to order, for newspapers, advertising agents, printers, etc. We are specialists in this work. Send 50c. for sample measure, magazine size, graduated in agate, pica and inches. STANDARD RULE CO., 3754 Rhodes Ave., Chicago, Ill.

MAIL ORDER.

FOR 50 cents I will send you a legitimate scheme that brought me 255 mail orders in 30 days. KARN'S, 1017-171 La Salle St., Chicago.

MAIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dep't. X., Luverne, Minn.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

IDEAS, copy and layouts for advertisers. THE RYDER-TARBOX CONCERN, Malden, Mass.

DO you appreciate clear-cut, attractive ads? Let me write them for you. M. E. LEK, Shelby, Iowa.

JOHN K. CRAIG, promoter of judicious advertising of every kind, 903 Columbia Ave., Lancaster, Pa.

ARTHUR WELLINGTON ANDERSON, 10 Morton St., New York, writes good trade paper advertisements.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEYTHING, 22 Munn Ave., East Orange, N. J.

MY weekly advertising service increases your business because I write effective advertising; six-inch ad each week 50c.; ¼ newspaper page \$1. Tell me your ad needs. H. E. REEVE, 2104 Spring Garden, Philadelphia.

52 SNAPPY, business-bringing ads for a ten dollar bill. Last you a year—any business. I know how. (Late with big New York agency.) BARROS, 203 W. 109th St., New York.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNEYDER & JOHNSON CO., Ellsworth Bldg., Chicago.

ATTRACTIVE, convincing, sensible advertising literature is my specialty. I have samples of that kind which I would like to send you, if through them I will stand a chance of winning your patronage.

"It's my business to increase yours."
T. VAUGHAN STAPLER,
Writer of Advertising Literature,
606 Witherspoon Building, Phila.

MY ADVERTISING KNOWLEDGE is built upon a foundation of ten years' experience in editorial and reportorial work on leading metropolitan newspapers.

That happy faculty of concentrating facts and serving them properly to the reading public has become second nature to me.

That's the secret of good advertising.
J. JEROME NORDMAN,
"Ads that Add—Written Right."
706 Tradesmen's Building, Pittsburg, Pa.

MY specialty is grocery ads. They sell the goods. Write to-day for special proposition. It's free. **MYERS, THE AD MAN**, Hamilton, Ohio.

A DVERTISING SERVICE, at so much per, is not likely to turn your investment many times. Each proposition requires individual thought in execution, and the value of brains is not measured by the inch, column or page. Brains in every piece of work turned out by **BOTTOLFSOHN, Box 256, Winona, Minnesota.**

I MAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without any superfluous padding, may be so combined with a novel and tasteful type treatment as to be exceedingly profitable. Would you like to see samples of such work? If so, and your inquiry suggests possible business, I will be pleased to mail you quite a lot. Postal cards will not be noticed.

No. 4. **FRANCIS I. MAULE, 402 Sansom St., Phila.**

PUT "YOUR ADVERTISING" ON A PAYING BASIS.

What's the use of spending your good money for newspaper or magazine space if you do not fill it properly—effectively?

Same way in getting out a booklet or folder—can you afford to use the kind that goes into the waste-basket?

VOORHEES & COMPANY have clients in every State in the Union; also in England, Germany, South Africa and New Zealand.

They prepare attractive advertisements—the kind that command attention, and sell your goods—also high-grade booklets and folders that are read and digested.

Wouldn't you like to see a copy of the **VOORHEES** booklet—"HOW TO MAKE 'YOUR ADVERTISING' PAY?" They'll gladly send it to you—if you write them on your business stationery.

VOORHEES & COMPANY,
Specialists in "Your Advertising,"
Morton Building, New York City.

MY AD saying I would revise and rearrange, unattractive catalogues, booklets, folders, blotters and other printed things for a dollar or so brought me a bunch of the worst literature I ever saw, also a few of the ordinary kind and one or two specimens that were really good. I am well pleased with the results of the first ad, and feel safe in saying that the parties who paid me for my suggestions and alterations will consider the money well invested—if instructions are followed.

If your literature seems full of "kinks," or is "flat" and uninteresting, or if the typography resembles a type-specimen sheet, send it on, and I'll tell you what it will cost to shape it up so it will look better, read better and pay better.

If you care to pay the price, I will set the type the way it ought to be (in my own print shop) and have electros made. These can be handed to your printer, saving cost of composition when the literature is printed. The cost of this work is based on amount of typesetting and sizes of electros.

It may interest you to know I am a practical printer with fifteen years' experience, own half of a good-sized modern print shop, have had six years' experience in the advertising business and give personal attention to all advertising literature—both the writing and printing. But blowing my horn doesn't prove my work is good—a large or small order will, however.

Make a memo of my name and address before you lay the Little Schoolmaster aside.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, above Chestnut,
Philadelphia.

FOR ten years I've been writing good business literature for others. Is there not some work I can do for you? **CH. HOHN, care Printers' Ink.**

I write ads on order, to suit any business. I also originate illustrative cuts, unique borders, etcetera. Price is moderate, ranging from 50c. to \$5, according to amount of work required. You can save money and sell goods by dealing with me. I will give ten lessons in the principles of Advertising for \$5—payable at the rate of \$1 a week.

G. GRIFFITH CLAPHAM,
Sea Cliff, N. Y.

TO LIVE ENGLISH ADVERTISERS—Frequent inquiries for samples of my work from English advertisers who see **PRINTERS' INK** have resulted in my making arrangements to meet these requests that I believe will be entirely satisfactory to such correspondents. I have forwarded to the London office of the **LANCET**, **ASTOR HOUSE**, **PORTFOLIO**, **STRAIT**, a very extensive line of Samples of Commercial Literature, such as Catalogues, Price-Lists, Circulars, Folders, Mailing Slips and Cards, Envelopes, etc., etc. Enterprising advertisers desiring to inspect this altogether unique collection are cordially invited to call at the above address, where it will be shown them. If such inspection shall give rise to a suspicion that I might be helpful to the inspector, I shall be pleased to receive samples of such advertising matter as it is thought might gain from a reconstruction along lines suggested by any of my said samples. When acting upon this suggestion please be careful to refer definitely and with precision to the particular sample or samples that were favorably regarded.

R-1 FRANCIS I. MAULE, 402 Sansom St., Phila.

TO ADVERTISEMENT CONSTRUCTORS
(Amateur and other).

\$300 FOR THE BEST ADVERTISEMENT.
\$100 FOR THE SECOND BEST.
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the **Ripans Chemical Company** will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth the money, and pay from day to day as accepted, and at the end of a year—viz., December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the **Ripans Tabules** have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of **Ripans Tabules**, as a dyspepsia remedy, have been received at office of the **Ripans Chemical Company** in twelve months.

A hundred million **Ripans Tabules** have been purchased at drug stores in the United States in a single year.

Every drug store in America sells **Ripans Tabules**, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of **Ripans Tabules**. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures oneself gives one a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, President,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York

ASSISTING THE SALESMEN AND SECURING DIRECT MAIL ORDERS.

THE question of how to make the salesmen's work more effective in strongly competitive territory, and how to draw out direct mail orders from the sections that the salesmen do not cover, is seriously engaging the attention of a great many enterprising business men nowadays.

Competition in almost all lines is getting so strenuous that the salesmen find it more difficult every year to get orders because "it's them," or because they represent "the leading house in the trade."

The cutting of margins of profits all around makes it out of the question to permit an expensive staff of drummers to cover the smaller places in between the big jumps.

We have had long experience in helping traveling salesmen to sell through the aid of auxiliary advertising, and in creating advertising to sell without the aid of salesmen.

Certain goods under certain conditions can be sold entirely by advertising; other goods require a combination of good salesmanship and good advertising.

We have three books treating of this important subject. They are especially timely and forcible, and we shall be glad to send them free of charge to any proprietor or manager who is interested enough to ask for them on business stationery. *No attention paid to postal cards.*

These books are:

"SELLING MORE GOODS,"

"YOUR VOICE CANNOT REACH EVERY
NOOK AND CORNER OF THE LAND,"

"CLINCHING THE SALE."

We plan and prepare all kinds of high-class advertising literature—newspaper, trade paper and magazine ads, catalogues, booklets, price lists, mailing folders, cards, etc.

We install and manage advertising departments, devise follow-up systems, etc., and invite correspondence and interviews on all matters relating to advertising.

EDMUND BARTLETT,

Advertising Specialist,

150 Nassau St., New York.

N

NOTICE.

TAKE NOTICE, that on Wednesday, the sixteenth day of March, nineteen hundred and four, at eleven o'clock in the forenoon, the subscriber, receiver of the Evening Union Printing Company, will expose to sale at public vendue the following goods and chattels, property of the said Evening Union Printing Company, to wit:

1 Campbell Rotary Perfecting Press, 4 or 8 pages, with complete stereotype outfit.

1 Hoe Pony Drum Cylinder Press 33x23½ inches bed.

1 Universal Jobbing Press.

4 Gordon Jobbing Presses.

2 Linotype Machines, with extra magazine and matrices, subject to an incumbrance of twenty five hundred dollars.

About 2,000 lbs. Linotype Metal.

1 Flat Stereotype Casting Box and Saw Table.

1 30-inch Star Gem Cutter.

1 10-horse power Electric Motor.

1 5-horse power Electric Motor.

1 1-horse power Electric Motor.

2 Imposing Stones.

About 4,000 lbs. Job Type, large assortment and latest faces, contained in about 500 cases.

30 cases Wood Type.

Assortment of flat papers, cardboard and commercial stationery.

About 200 lbs. Labor Saving Brass Rule.

1 medium-sized Safe.

5 Roll Top Desks.

Miscellaneous furniture, fixtures, tools, implements, shafting, etc., for a complete equipment for producing and including the EVENING UNION, a daily newspaper sixteen years old, and the ATLANTIC TIMES-DEMOCRAT AND STAR-GAZETTE, a weekly newspaper forty-two years old, and an up-to-date job printing plant, to be sold as a whole, at the office of the Evening Union Printing Co., No. 1632 Atlantic Avenue, Atlantic City, N. J., pursuant to an order of the Court of Chancery made in the above stated cause on the 16th day of February, A. D. 1904.

Terms of sale, twenty per cent (20%) upon date of sale, and balance upon confirmation of the sale by the Court.

Dated February 27, 1904.

GARFIELD A. BOLTE, Receiver.

CLASSIFIED ADS

**Twenty, Ten and Five
Dollars Respectively**

Classified advertisements, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, cost ten cents a line, twenty dollars a page. Did it ever occur to those using classified space what a splendid chance they have to make a page, a half page or a quarter page splurge by leading or paragraphing copy, for twenty, ten or five dollars respectively?

Space used in this way means a display of its own and an effective one.

**On the opposite page are
shown two half pages, at a
cost of \$10.00 each for one
time.**



THE BEST EVENING PAPER.

CLARKSVILLE, TEXAS, Feb. 23, 1904.

Editor of PRINTERS' INK:

Are the New York Evening World, the Philadelphia Bulletin and the Chicago News the greatest evening papers? We have it on the authority of *News-papordom* that they are, and your reproduction of *News-papordom's* article in your issue of February 17. The greatest may be one of the trio mentioned, but the best—there's some difference in the meaning of the two terms—is not published in either of the great population centers. It has its home at Kansas City, Missouri, U. S. A. It is the Kansas City Star, of course, and its equal as a well balanced, all 'round newspaper for local and distant readers does not exist. There is not a single department in which it does not excel. Mechanically it is practically perfect from the headline over the first column on page 1 to the last period on the back sheet. Editorially it is more entertaining than the New York Sun and more instructive than the Evening Post. From the editor-in-chief to the rawest reporter on the city editor's staff there is but one thought in their work—to do it right. Pellucid English, rarefied syntax and irreproachable diction come to them without striving, and the reader, however ignorant of such things, feels the uplift unconsciously. The Star's news drag-net is so constructed that nothing of importance escapes its silken meshes, while most of the dull and "unfitted" passes through. The Star was never known to abandon its readers in the middle of an interesting news story. It carries them through the warp and woof of the case and then gathers up the loose threads and weaves them into short, illuminative paragraphs cut just to the requisite length. Its advertisers are neither outlawed nor invited to the front parlor to loll in the best chair and rest their feet on the mantel. Its classified ads are so arranged that they invite the casual reader rather than repel him. In short, its subscribers get more for a dime than any other subscribers on earth.

This is the honest conviction of a disinterested reader who never saw a single individual connected with the Star.


J. J. TAYLOR.


First Printer—How did you lose your job?

Second Printer—I made some queer mistakes in setting up a leading editorial. Why, sir, they were so funny that they started the whole town to laughing. Yes, sir. Never saw people so amused. And yet the editor got mad and bounced me. That shows how genius is handicapped. No matter how much you please the public, you'll get fired if you don't please the one little fraction who happens to be the editor.—N. Y. Weekly.

THERE are just as many good farmers being spoiled in the advertising business as in any other profession that requires something more than sweat.—*White's Sayings*.

THE WANT-AD MEDIUMS OF THE COUNTRY.

 Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

 Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1903, 8,211 copies.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate, 20c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,556 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver POST, Sunday edition, February 21, contained 3,007 Want ads, a total of 164 9-10th columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (☉) carries DOUBLE the number of WANT Ads of any other paper in Washington and more than all of the other papers combined.
MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

INDIANA.

THE Indianapolis NEWS in 1903 printed 125,594 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 264,123 separate and distinct paid Want advertisements.

THE Star League newspapers, Indianapolis STAR, Muncie STAR and Terre Haute STAR, are the leading Sunday "want ad" mediums in the State of Indiana.

The combined circulation of these dailies is guaranteed to be over 130,000 daily. Classified rate, one cent a word per insertion in any one paper, or two cents per word for all three papers. All copy should be mailed to STAR LEAGUE, Classified Advertising Department, Indianapolis, Ind.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 20c.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

MINNESOTA.

THE Minneapolis JOURNAL carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL'S Wants exceeded any other Minneapolis daily by 55 per cent.

MISSOURI.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City TIMES (morning), The Kansas City STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 5 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW YORK.

THE TIMES OF ALBANY, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

IN New York City the STAATS ZEITUNG (☉) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

OHIO.

THE Dayton, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE Toledo DAILY BLADE is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

THE NEWS' price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1903 it gained 33 per cent over 1902, and carried 5,954 more wants than its nearest competitor.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE Philadelphia RECORD is the reliable Want advertising medium of Philadelphia, because it has both the quantity and quality of circulation—the best and largest in Pennsylvania. Its columns are not "padded"—every classified advertisement it publishes is paid for by the advertiser and represents a genuine want. In 1903 THE RECORD printed nearly 600,000 lines of classified advertising more than in 1902, and this average gain of 50,000 lines per month will be greatly exceeded in 1904.

PHILADELPHIA.—THE EVENING BULLETIN. If you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent subsequent insertions.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 35 words; no display.

CANADA.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. THE FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE EVENING TELEGRAM, Toronto, Ont., makes Toronto "a one-paper city." Completely covers a territory representing 27,526 population. Three to seven pages "want ads" daily—equal to the five other dailies combined. The people's paper. 31,109 daily average circulation 1903.

NO CAUSE FOR COMPLAINT.

That man who places his advertisement in a magazine of which he knows nothing beyond the statement of the solicitor to the effect that the "circulation is such and such a number of thousands," allowing himself to be so influenced by being offered about fourteen different kinds of discounts that he loses sight of the principal thing—the service he is going to get for his money—has no cause for complaint when he finds that his advertising venture has netted him a loss.

Why does he not conduct the rest of his business on such lines? Does he weigh none of the drugs he buys? Does he count none of the boxes nor bottles that he buys? Or does he merely take the salesman's word for it? Certainly not! He counts them all.

Above all, what does he do about the quality of these things? Does he test none of the drugs that are to go into the preparations he manufactures? Is he content to receive for the boxes which he ordered half box and half knot hole, or does he demand all box?

No answer is needed: He orders a definite quantity and quality of all these things, and he insists that they shall

all be up to the quality and quantity ordered. He must do so if he is to succeed.

Just as certain it is that he must do the same thing in buying advertising space, if he wishes to succeed. He must pay for a definite amount of circulation, and see that he gets that amount. He must ascertain the quality of the circulation he is getting, and see that the price accords with it. "Price and quality; price and quantity; quantity; quality; price." This is the tune for the judicious advertiser. And let him never be by any circumstance inveigled into separating them. Quantity—quality—price; they must go together; they are the Alpha and the Omega of all advertising foundations. On them many different details may be built up, but at the bottom of all successful advertising will be found a careful attention to the mighty trio—Quantity, Quality, Price. Demand of each paper soliciting your advertising that it informs you on these three points.—*The Medical World, Philadelphia.*

ADVERTISING ADVERTISING
ADVERTISING MEDIUM.

There is a dearth of good advertising advertising advertising. Printed matter about a periodical or any other advertising medium goes entirely to advertising men.

Most of it has two faults. It is not interesting, and it doesn't tell anything. Some of it contains facts, desirable facts, put forward in such a flat, dull, prosy way that it is not read. Others send matter which is bright, entertaining, and catches the eye and attention, but it gives no information. What the advertising man wants are the facts about a publication in the tersest, most pointed way. If these facts can be emphasized by a clever design, all right.

Any one can count, offhand, the names of publications whose advertising matter interests him, there are so few. The kind of matter that comes from the Curtis Publishing Company for each of its two publications, from *Collier's Weekly*, *Outing*, *Youth's Companion*, and recently *Everybody's Magazine*, is the kind that gets attention.

The *Woman's Herald for Men*, founded by John Adams Thayer, and continued by Thomas Balmer, is always readable. Any publication which has a reason for existence has a story to tell. That story can be made as interesting as words and illustrations permit. There are a great many reasons why this is not done. People who are engaged in building the publication do not always know how to produce good matter. When they know, they do not always have the time. When they do not know, they are not always willing to spend money upon people who do know. When the publication is growing, they think that it doesn't need much advertising. When it is losing ground, they do not think they can afford to spend money pushing it. There you are.—*E. E. Calkins, in Profitable Advertising.*

A FORCED ad, like a forced saw, does poor work—your ads must have enthusiasm to pull.—*White's Sayings.*

Here is the advertisement of an Atchison store which has "white goods" for sale. Its personal impudence is excused perhaps by the originality of the idea: "One of these nights a mouse will gnaw a match on your pantry shelf, dear sister, and the fire will spread till it reaches your room, and you escape with your life, clad only in your night garments. Such a spectacular opportunity to create a sensation doesn't occur oftener than once in a lifetime, and how will you meet it? Dear sister, will your night clothes be such that the firemen will want to plunge in the flames and die? Or will you look like the pictures on the billboards?—*Kansas City Journal.*

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

"HOPKINS, ADVERTISER,"

ADWRITER,

127 Duane St., New York City.

Pertinent, Pungent Ads that will reach the reader and reap results.

Send me \$1 and your "copy." It will (not may) save you money.

An Experienced Travelling Salesman having covered most of the foreign countries, is open for a proposition from a first-class manufacturer desirous of placing his product on the foreign market. Speaks French fluently and Spanish sufficiently for all business purposes. References first-class. I want to hear only from manufacturers who have sufficient capital to properly push their product. W. A. TOWLER, 5319 Madison Ave., Hyde Park, Chicago, Ill.

ADV.
NOVELTIES **MADE FROM NAILS**
They're attractive, substantial and cheap.
Sample, a World's Fair Souvenir, 10c.
WICK HATHAWAY'S C'RN. Box 10, Madison, O.

YOU SURELY CAN

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

THE NEW ENGLAND FARMER

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

THE NEW ENGLAND FARMER,

Brattleboro, Vt.



How Much is Your Trade Mark Worth?

We have on the press a book entitled "Trade Marks and Brands," devoted to the vital importance of the Trade Mark as a business asset, the reasons why the Trade Mark should be advertised to the limit, and how to introduce and force the sale of trade marked goods.

This book is 11 x 14, made of Buff Old Windsor Deckle Edge Paper, with a cover of Long Grain Waldorf Red—the reddest cover that was ever perpetrated upon an unprotected public.

This book treats of a matter of great interest to every manufacturer, and every manufacturer who writes for it will receive it free of cost.

Postal cards, communications on blank pieces of paper, and letters signed with a rubber stamp by Jeems, the office boy, will not receive attention—the book is too valuable for miscellaneous circulation.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

THE TIME KEEPERS OF
PROGRESS.

ST. LOUIS ADVERTISING MEN'S LEAGUE.
BYRON W. ORR, Secretary,
With Ely & Walker Dry Goods Co.
St. Louis, Feb. 19, 1904.

Editor of PRINTERS' INK:

If you were to go out to the World's Fair Grounds, and see the magnificence of the Louisiana Purchase Exposition, you would become equally as enthusiastic with St. Louis and proclaim this to be the grandest aggregation of architectural beauty you had ever seen. It is a great show. It is without a doubt the greatest the world has ever seen. President McKinley said, in one of his last public addresses:

"Expositions are the time-keepers of progress."

This quotation rings true, because the St. Louis World's Fair is the first World's Fair which has recognized advertising as a profession and given space for an exhibit.

The World's Fair has appointed August 9 as Advertising Men's Day, and the most important advertising clubs will convene on that day. It is expected that at least 10,000 people interested in advertising in its various phases will be present. This will be the largest meeting of advertising men ever held, and during the time they are here, August 9, 10 and 11, an International Association will be formed. This association will work wonders for the benefit of advertising and in every way make the advertising business a power—with not only moral strength, but also with strength to force honest circulation statements and insure honest rates.

Yours very truly, M. FURCHGOTT,
Chairman of Publicity Committee.

WAYS OF KEEPING TRADE IN
SMALL TOWNS NEAR
BIG CITIES.

WHITMAN, MASS., Feb. 23, 1904.

Editor of PRINTERS' INK:

Country store keepers must not lie back on their oars, throw up their hands and say it is no use to try to compete with the large department stores in nearby cities. They should grasp the situation with a never-let-go grip and pull strongly for the trade that is surely theirs if they use judicious, persuasive, honest advertising, and lots of it. In business a man gets only what he tries for, not what he may deserve. It is a fault to be laid to no other door but their own that the country stores barely pay their way and are making no profits. Advertise for it and the business is yours.

If any one comes into your store and fails to find what he wants, do not let him go out of town for it. Send him to your competitor rather. In that way you keep business and establish friendly feelings with your rivals. A friend is always better than a foe, and how can you make a friend more easily?

If you have no daily paper, or even no weekly, you can do as did the merchants where the writer lives—publish an advertising medium yourselves. The pub-

lication is called "The Drummer." It is a four-page folder, 11x16 inches. The two outside columns of every page is made up of what is called "patent insides," such as is used by all country papers. The other columns are used for the advertisements of the merchants of the town. Each one pays for his space in the publication, the whole amount being enough to balance the expense of distribution and printing. The distribution is done by carriers, and the paper enters every home in the town and its environs, having thereby a circulation of about 5,000. This appears monthly with new advertisements, and since it is different from the ordinary handbill, having the appearance of a genuine newspaper, it is carefully read.

C. H. OSBORNE.

THE CINCINNATI "POST."

CINCINNATI, OHIO, Feb. 6, 1904.

Editor of PRINTERS' INK:

I notice in an article published in PRINTERS' INK of February 3d on the Association of American Advertisers, is given a list of papers that have allowed the Association to investigate their circulations. That the article is correct up to the time of its compilation I have no doubt, but I want to call your attention to the fact that you omitted to include the Cincinnati Post in this list. In November, 1903, the Association called on the publishers in Cincinnati and asked them to allow their examiner to investigate their actual bona fide circulation. The Cincinnati Post was the only newspaper in Cincinnati that allowed its books to be examined by the Association, all the other papers refusing to allow them to go over their books. The Cincinnati Post publishes daily a guarantee to advertisers that its daily average bona fide circulation exceeds that of any other daily in Ohio by 40,000, with the exception of the Cleveland Press, or no charge will be made for the advertising. The fact that it was the only paper in Cincinnati that allowed its actual circulation to be known surely proves that its guarantee cannot be questioned.

Yours very truly, H. J. HAARMYER,
Adv. Manager.

The champion circulation liar has been discovered. His lair is in Japan, where he is acting as editor-in-chief of the Thundering Dawn, a Buddhist organ just started in Tokio. Here is his "greeting to the public":

"This paper has come from eternity. It starts its circulation with millions and millions of numbers. The rays of the sun, the beams of the stars, the leaves of the trees, the blades of grass, the grains of sand, the hearts of tigers, elephants, lions, ants, men and women are its subscribers. This journal will henceforth flow in the universe as the rivers flow and the oceans surge."—*Kansas City Journal*.

The most attentive man to business we ever knew was he who wrote on his shop door: "Gone to get married; back in half an hour."—*The Modernograph*.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

ALABAMA.

A-Z ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1886. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$3 year.

DISTRICT OF COLUMBIA.

\$5 FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

GEORGIA.

THE oldest advertising agency in the South. Successful campaigns planned to suit the peculiar conditions in the South. We are on the ground and have a large and experienced force in every department. Write for booklet, etc. **THE MASSENGALE ADVERTISING AGENCY CO.**, Atlanta, Ga.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

MR. MANUFACTURER,

Are you getting all the business that you feel you ought to, from all the territory you aim to cover? Would you feel interested in a plan which will secure for you larger returns from that same territory? Then write to us to-day.

MARSH ADVERTISING AGENCY,

New York Life Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places adv'ing; newspapers, mags.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MASSACHUSETTS.

A. T. BOND ("Bond, of Boston"),

16 CENTRAL STREET,

BOSTON.

Recognized Advertising Agent. gives personal attention to his clients' best interests, uninfluenced by any commission or discount inducements.

Original and effective designs prepared, with consistent text. Business placed in any medium.

NEW YORK.

O'GORMAN AGENCY, 239 Broadway, N. Y. Medical journal advertising exclusively.

GREIG ADVERTISING AGENCY, 7th St. James Bldg., N. Y., Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your adv'tis'g.

GEO. P. ROWELL & CO., 10 Spruce St., N. Y. Est'd 1865; 24 words in 24 best daily papers for \$15—classified; cash with order. Plans for introducing and advertising manufactured articles.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Perine, pres.; W. W. Seeley, vice pres.; F. James Gibson, sec.; Baxter Caterson, treas., 100 William St., New York.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients. Plans and places advertising in newspapers and magazines.

Creates mail-series of folders and cards to reach the trade. 685 Chestnut Street, Philadelphia, Pa.

THE RICHARD A. FOLEY COMPANY, ADVERTISING, 1216 Commonwealth Bldg., Philadelphia.

THE growth of this business having made it advisable that I should take an active partner to assist in the preparation of good advertising and printing, I have formed what I believe to be a very desirable association with Mr. Henry L. Hornberger, one of the best-equipped and best-known newspaper men in Philadelphia.

THE firm name will be changed to

FOLEY & HORNBERGER, ADVERTISING AGENTS,

and believing in this case that two heads are better than one, I feel sure that those utilizing our services will obtain an increased measure of satisfaction.

Richard A. Foley,
FOLEY & HORNBERGER, ADVERTISING AGENTS,
(Successors to the Richard A. Foley Company, Advertising,
1216 Commonwealth Bldg., Philadelphia.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited.
DESBARATS ADV. AGENCY, Ltd., Montreal.

Managing Editor—What is your specialty?

Applicant (haughtily)—I have just graduated from college.

Editor—Well, you might accept the position of editor-in-chief, until some of your knowledge wears off.—*Ex.*

A FAMILY JAG.



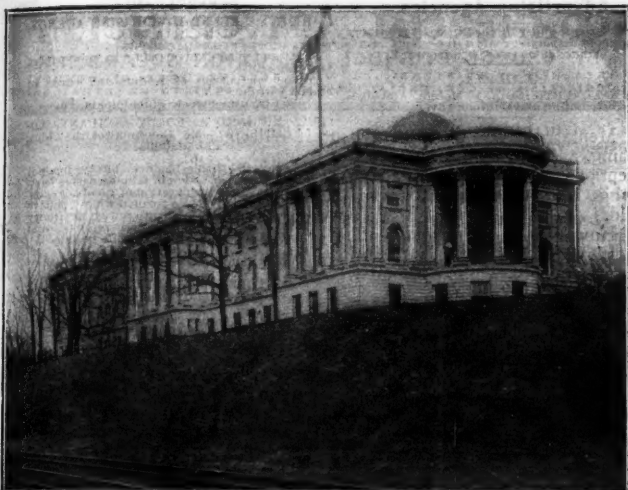
NO FAMILY LIFE IS COMPLETE WITHOUT

Storz Blue Ribbon Beer

BY THEE SELLER, STRENGTH AND HAPPINESS

STORZ BREWING CO.

AD FROM THE OMAHA WORLD-HERALD,
WHERE IT OCCUPIED EIGHT INCHES,
TRIPLE COLUMN.



Home of the "Cosmopolitan" and the "Twentieth Century Home,"
Irvington-on-the-Hudson, N. Y.

Orders from the American News Co. on the second day
after publication for additional copies of the new periodical

The "Twentieth Century Home"

caused the publishers the increase the first
issue from 111,000 to

141,000 Copies

The "Twentieth Century Home" is an attempt to present for the first time in any publication the whole world of living and household work from a standpoint that will be strictly accurate and scientific in every respect. The exact truth in everything applied to life—that is what the publishers of The "Twentieth Century Home" are aiming to give, and to accomplish this they have secured the services of the ablest thinkers in every branch of household work and of methods of living. Not tradition, not old nurse-stories, not imaginary good, but how to do according to the best lights of modern science—that is what The "Twentieth Century Home" will aim to teach.

The "Twentieth Century Home" has received a
welcome such as has never before been extended
to any new periodical

PRICE, 10 CENTS

JOHN BRISSEN WALKER, President.

JAMES RANDOLPH WALKER, Editor.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Mental exercise is an excellent thing, and puzzles sharpen the perceptions of the young and help to while away the weary hours of the old.

However, as the purpose of advertising is to sell things, it is just as well not to combine the ad with the puzzle.

This Racycle advertisement, marked No. 1, is a puzzle to which there might be several different answers.

In the dim and dusty distance of the original of this advertisement

if objects are portrayed at a distance.

If you want to show people, get the people in the foreground where they have a chance. If you want to show a building, get that in the foreground and not away back on a hill.

Speaking of puzzles, here is an advertisement that, while good in a way, is certainly misleading so far as the illustration is concerned. At first glance probably nine people out of ten would think this was an electric light advertisement.



No. 1.

it was possible to make out two figures mounted on wheels and riding up a hill. The two figures down at the bottom of the ad walk because they use the Racycle—or because they don't—you can figure it out whichever way you like.

In No. 2 there is but one answer to the puzzle, which is certainly better, to say nothing of the added strength, simplicity and effectiveness gained by a different method of treatment.

As a rule, any advertising illustration is weak and unsatisfactory



No. 2.

The upper part of the picture would be excellent for the Hylo light. If you pause and look the thing over, you find that it is an automobile advertisement, and this almost total subordination of the picture of the machine to the illustration of the headline is rather peculiar, to say the least. It cannot be utterly condemned, for the reason that it is strong and striking and has many other good points.

At the same time, showing a picture of the use of one article as the illustration of an advertisement for

another is hardly good advertising.

The use of half-tones in magazines that are well printed on good paper is possible, and a fair result is sometimes obtainable.

In the advertising of most articles line engravings are prefer-

tration, and the text does the rest.

The point is that in an ad of this kind poor printing on bad paper would not utterly spoil the ad, whereas if a machine were to be shown, or any other article whose identity and details of construction were important, a faulty cut or bad printing is ruinous to the entire advertisement.

Half-tones are excellent things, but they must be used with discretion.

It is seldom that you hit upon an advertisement that seems to leave absolutely nothing to be desired—to be just right in every particular.

There are possibly some captious souls who can find fault with the

Simple to Operate
as turning on
an electric
light



Simply turn on power and start. Making as much as others. No oil, gas, or electricity. Run with air, water, sliding motion, a most extraordinary machine, that only those who have experienced it can appreciate.

POPE
Waverley
ELECTRIC

Model No. 21. Price \$850.00

This machine has a value of approximately \$1000 as an emergency light, and, while the only, can be operated and maintained at less expense than any other of the category.

For the latest information, write to J. A. Pope, 1000 North Dearborn, Chicago, Ill., or to the Pope Motor Car Company, 1000 North Dearborn, Chicago, Ill.

Our 1924 Catalogue will contain details of this machine, and the purchase of an automobile. It contains all questions, shows great illustrations of machines, electrical, mechanical, electrical, mechanical, electrical, mechanical, and delivery agents, price and name of our agents in your section.

POPE MOTOR CAR COMPANY
1000 North Dearborn, CHICAGO, ILL.

able for magazine use, particularly if all sorts of magazines are to be used. A line drawing is invariably better than half-tone if the advertisement is a small one, and if it is desirable to show in detail the article advertised.

The advertisement of Karo Corn Syrup, shown here, made an excellent appearance in the magazines. The half-tone part of the cut, even if poorly printed, could

Golden
Essence of Corn



Karo Corn Syrup, a pure delicious, wholesome syrup, made from corn. It is used in a wide variety of ways. It is the most delicious, most economical, and most healthful. It is the most delicious, most economical, and most healthful. It is the most delicious, most economical, and most healthful.

Karo
CORN SYRUP

The Great Syrup for Daily Bread.

Children love it and thrive upon its wholesome, nutritious goodness. Sold in liquid or crystalline form. It is the most delicious, most economical, and most healthful. It is the most delicious, most economical, and most healthful.

See, try and give it all praise.

CORN PRODUCTS CO., NEW YORK and Chicago

not have detracted very much from the force of the ad. Wherever and however this ad might be printed, anybody could see that ears of corn were the subject of the illus-

WILLIAMS SHAVING STICK



It's So Convenient

No cup needed.
Just wet your face, rub on a little soap, work up a big, creamy lather with your brush and you'll shave with ease and pleasure.
Nothing like it.

Williams' Shaving Stick sold by all druggists. See THE J. B. WILLIAMS CO., Glastonbury, Conn.

Williams' Shaving Soap advertisement shown here, but some people are never thoroughly pleased, anyway.

This is an advertisement which it would certainly be hard to improve upon. Note the fine arrangement of cut and copy, the splendid balance of black and white, and the remarkably strong general effect. Lots of people think that a plain black and white advertisement is a very simple thing and that it is easy to get a good effect in plain black and white. As a matter of fact it is not.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Most any scheme that gets a good many people to thinking and talking interestedly and favorably about yourself or your business will do you good. If it's one that enlists the interest and services of the younger generation, you can safely count on getting favorable attention from the older folk—the actual buyers. And, incidentally, you may be able to work the papers in which you advertise for quite a bit of space in the news columns—pure reading matter slightly adul-

terated with good advertising. The thing is perhaps most successfully done by means of a contest as set forth in the ad and newspaper clipping reproduced below, showing how an idea of this sort may get very wide publicity through the contestants and their admiring friends as well as in the news columns of the papers. This particular idea is not a new one, but it may be new in your neighborhood, and, if so, is just as good for your purpose as though you had originated it yourself.

The Paid Ad.

The Ton of Coal That We Give Away

seems to be twins, for Grace L. Vaughn, 52 Milton St., and Merton B. Dexter, 514 Warren Ave., each get a ton in the postal card contest. As they are so close in the race we think they are both entitled to it. Just think of writing: "For good coal go to Lundin & Hultman Co., Campello," 1,268 and 1,235 times on a postal. Come and see the cards in our window at

**4 Perkins Avenue,
BROCKTON, MASS.**

OUR \$8.25 SLATELESS SOFT
SHAMOKIN STOVE SUITS.

The Free Ad.

POSTAL CARD CONTEST.

**Was Won by Grace L. Vaughn and
Merton B. Dexter.**

The postal card writing contest which has been running for the past month at Lundin & Hultman Co.'s office has just closed, with the result that 191 postal cards were received containing the sentence, "For good coal go to Lundin & Hultman Co., Campello," written on them all the way from 16 times to over 1,200 times.

Of the cards received four came from East Bridgewater, two each from West Bridgewater, Easton and East Whitman, and one each from Eastondale, Randolph, Westdale and Whitman.

The only ones who succeeded in writing the sentence over 1,000 times were Miss Florence Ely, 19 Sophia avenue, 1,066; Merton B. Dexter, 514 Warren avenue, 1,235, and Grace L. Vaughn, 52 Milton street, 1,268. As Mr. Dexter, with his 1,235, wrote out the word "and," which was not required, and Grace Vaughn used the character "&," young Dexter succeeded in getting more characters and letters on his card than the winner.

Mr. Herbert B. Holmes, of the firm, states that a ton of coal will also be sent Mr. Dexter, because on his card, with 1,235 sentences, there were 12,350 words and 50,635 letters; while Grace Vaughn's card of 1,268 sentences contained 49,457 letters and characters. As they both did such remarkably good work, the firm claims that they are each entitled to a ton of coal.

Mr. Dexter won a fountain pen in a like contest only a month or two ago.

All Right.

Rain Coats.

Fifty Rain Coats are waiting here for fifty men to carry them off—

They won't wait long at such a price—Regular \$15, \$18 and \$20 value—

To-day—\$8.00 Each.

Umbrellas—Prices snapped in half on all Holiday umbrellas—

PAULSON BROS. CO.

515 Wood Street,
Pittsburg, Pa.

Very Much in Earnest.

No Side Issue

Nothing but a plain, first-class every-day shoe store. No other kind of goods tacked on, nor are we hitched to any job lots. That is one reason why we always have nothing but the best class of footwear, nothing but the newest. Our minds never wander off into other lines—we're thinking of shoes, nothing but good honest footwear.

"THE BOSTON" still pegs away at its \$3.00 grades—calf, russet and patent leather—women's and men's—for there's nothing better on the face of the earth for the price. More style, more quality, more comfort than you'll get for twice the money anywhere else. You'll think as we do when you try them once. Perhaps you know it already.

HOLBROOK & McNAMARA

373 Main St.,
Bridgeport, Conn.

A Sweet Proposition.

Molasses Candy Pulling.

Saturday, Feb. 6.

You will be lucky if you get your share of the Molasses Candy at 5c a yard. The Candy-man is going to have an Old-Fashioned Molasses Candy-Pull right in the store. There will be yards and yards of glittering, golden candy, cut while you wait. You'll like to see the pulling and you'll like to taste the candy. Remember the day and price, 5c a yard.

E. O. CLARK & CO.,
Springfield, Mass.

Good Corset Reasoning.

Spring Styles in Corsets.

In and coming—spring styles in corsets. As fits the corset, so fits the gown, you know. The new dress should be preceded by the new corset and it isn't just to blame the dressmaker if the new dress, fitted over the old corset, doesn't fit well when worn over the new corset. Catch the point?

We show a very satisfactory variety in new models, \$1 to \$5, in styles for general wear. And the styles here are authoritative.

Here are some bargains—

GIMBEL BROTHERS,
Philadelphia.

Where the Zero Weather Isn't.

No Zero Weather Inside Our Paper Vests!

A perfect substitute for the heavier, more bulky and more expensive chamois and flannel vests. We've had a great run on these Paper Vests already; now we're restocked on them—have all the sizes for men and women—and are ready for a "rush" sale. Absolute protection against penetration of cold, for 50 cents.

CALDWELL SWEET,
26 Main St., Bangor, Me.

A Comprehensive Headline and Just Enough Description to Whet Woman's Curiosity.

All Sorts of Pretty Waists.

Pretty to the point of fascination. Waists of heavy madras. Dainty waists of lawn. Makers are outdoing themselves in original designs. Groups of tiny tucks and lacy inlays of insertion on the lawn and China silk waists.

The silk waists—well, we sha'n't tell all. Come and see.

GIMBEL BROTHERS,
Philadelphia.

"A PULLER OF BUSINESS"

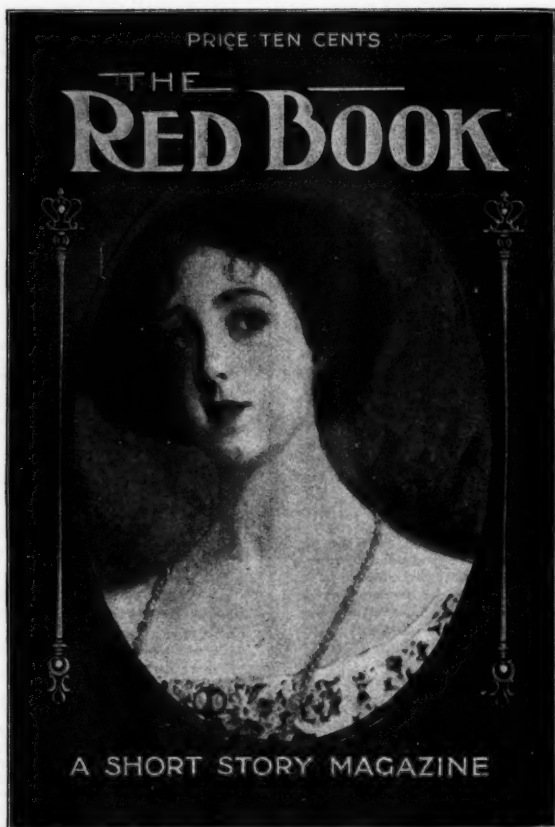
Merrill & Baker, Publishers.

"A PAYING PROPOSITION FOR THE ADVERTISER"

Dr. E. L. Graves Tooth Powder Co.

**"THE MOST PROFITABLE AND STABLE IN OUR
MAGAZINE ADVERTISING."**

Orangeine Chemical Co.



**PUBLISHED BY THE RED BOOK CORPORATION,
CHICAGO, ILLINOIS.**

New York Office, 150 Nassau St.
Y. Schmid, Manager
S. L. Schmid, Assistant Manager

New England Representative
Mrs. J. E. O'Neill
81 Myrtle St., Boston, Mass.

A JUST REWARD

Your trial lot of ink was extra good for the money.

RIVERSIDE PRESS, Brisben, N. Y.

Will not use any other make of ink when I can get Jonson's.

LOGAN S. ELLIS, Loganville, Ohio.

Send me four tubes of your fine gloss black. One of my customers thinks he never saw such a beautiful intense black, and comments upon it every time he leaves an order.

RECORD, McDonald, Pa.

All the inks I have purchased from you give the best of satisfaction.

H. B. STEVENSON, Auburn, N. Y.

Your Half Tone Black is all O. K.

F. E. SMITH, Churchville, N. Y.

I have used your Rose Lake, No. 66, for several years, and it is all O. K.

O. L. ENGEL, Anderson, Ind.

Have tried your inks and find them to be the best for the price we ever had.

F. W. DAVIS Co., Lowell Mass.

Some of my competitors try to belittle the financial standing of my customers, and classify them as picayune buyers. We were not all fortunate enough to start at the top rung of the ladder, and the small buyer of to-day may be the large consumer of to-morrow. I know of a concern whose early struggles were not strewn with roses, but who to-day are among the largest consumers of ink in the world. Every ink house in this country as well as in Europe has made a bid for their trade, but the ink man who took care of them in their poor days has the business so clinched that price or influence cannot take it away from him while the original owner lives. This is a case of the good Samaritan being rewarded. I treat the small crossroads printer with as much courtesy as his more fortunate brethren in the larger cities, but both must send the cash with the order, otherwise I don't ship the goods. Send for my price list. It contains useful hints for the pressroom.

Address PRINTERS INK JONSON

17 Spruce Street

NEW YORK

"That's the Paper We Country Folks Read"



THE LEADING MAIL ORDER PAPER IS

COMFORT

THE KEY to a MILLION and a QUARTER HOMES

¶ COMFORT goes into more country homes than any other paper published anywhere. ¶ It is the country people who support the mail-order business. ¶ If you sell or manufacture anything which the countryman and his family can use, eat or wear then COMFORT is THE paper to use. ¶ Ask any advertising agent about COMFORT, or write

W. H. GANNETT, Publisher, Inc.

New York Office :
707 Temple Court

AUGUSTA, MAINE

Chicago Office :
1635 Marquette Bldg.